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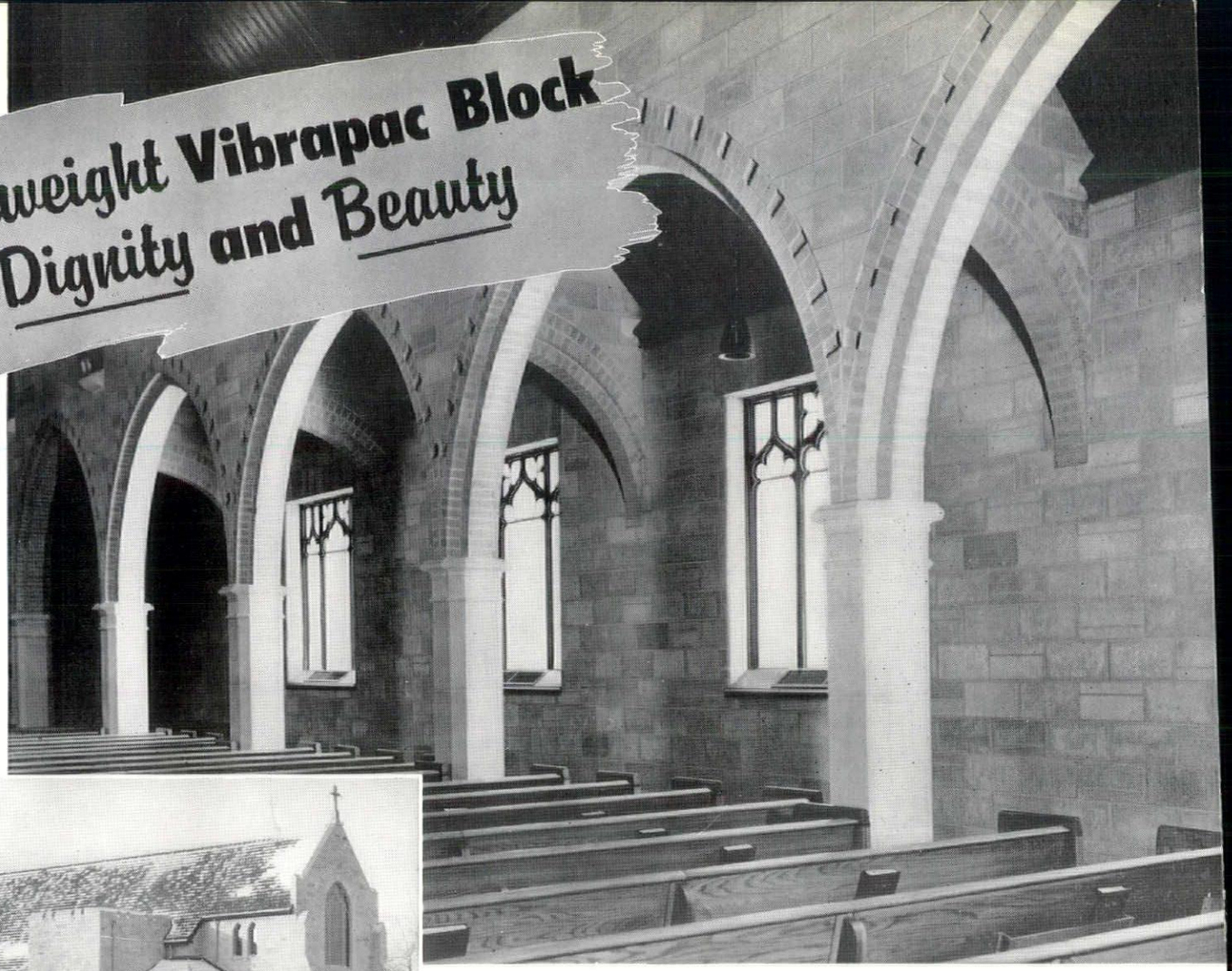

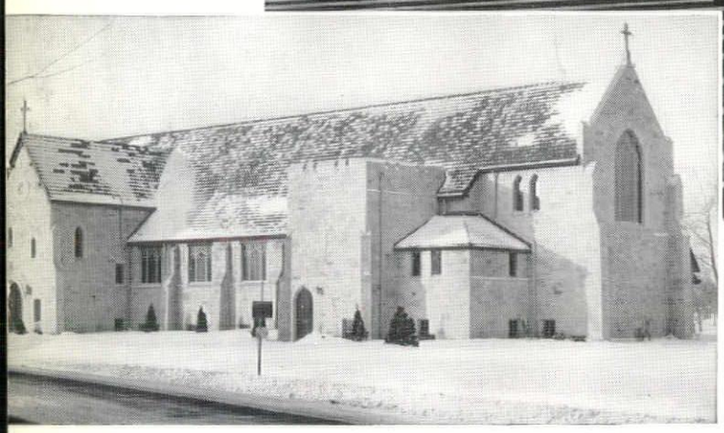

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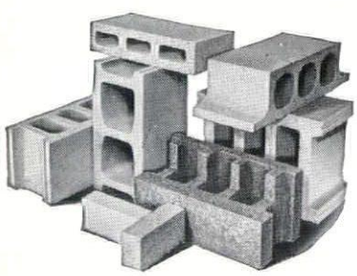

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HARLAN OFFICE FAMILY—Left to right, O. W. Knopf, Treasurer, 14 years; Harlan, E. W. Wallis, Vice-President in charge of Engineering, 13 years; H. O. Krippendorf, Vice-President in charge of Construction, 14 years, and Harry Beck, Vice-President in charge of Sales, 6 years.

Four Top Reasons Why You Nice Folks Can Depend on The Harlan Electric Co. For Outstanding Work In 1955

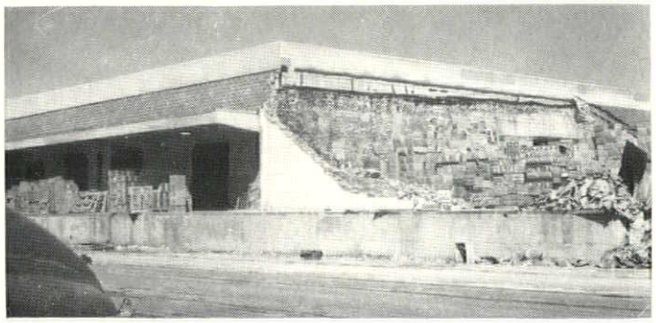
C Allen Harlan

Monthly Bulletin, Michigan Society of Architects is published monthly at 120 Madison Ave., Detroit 26, Mich. Entered as second-class matter January 15, 1946 at the Post Office at Detroit, Mich. under Act of March 3, 1879. Suscription price $3.00 per year (members $1.50). 30 cents per copy (Rosters $1). For further information see page 3.

Though 50% of this block was destroyed, the Roosevelt Hotel (background) with reinforced concrete frame and floors came through undamaged structurally.

Reinforced Concrete Construction Withstands Destructive Waco, Texas Tornado

Above: Two-story building at right with reinforced concrete floors, walls and roof came through the tornado without structural damage but the adjacent structure suffered extensively. Below: This one-story warehouse was built in two sections. The section with reinforced concrete frame, floors and roof was undamaged; the other part was demolished.



The tornado that struck Waco, Tex. on May 11, 1953 killed 115 persons and wrecked property worth millions of dollars. It ripped a path of destruction one mile wide and four miles long.

Nevertheless some buildings within this area of devastation withstood the full fury of the tornado. An engineering report made following a thorough examination of the damage said, "Without exception structures with reinforced concrete frames suffered little damage."

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how to work with architects

Issued by Acme Industries, Inc., Jackson, Mich.

Your success as an individual and our success as an organization depend upon the sound basic service we give to those who influence the specifying and purchasing of air conditioning and refrigeration equipment. To give sound service we must discover what is wanted. The direct way to find out what is wanted is to ask questions. To do this we had a research organization conduct personal telephone interviews with architects, engineers, contractors, dealers and wholesalers in key cities across the nation. This is the first of a series of articles outlining the reactions secured. Gearing our efforts to these reactions should enable us to greatly strengthen our services to architects.

BUILDINGS START WITH BLUEPRINTS. Because buildings start on the drawing boards of architects—the architect is the first man we went to with a list of ques-

table of contents

Advertising Index 4
Michigan Society of Architects 5
Reuben M. Waterman 7
Detroit Chapter, A.I.A. 9
Western Michigan Chapter, A.I.A. 11
Saginaw Valley Chapter, A.I.A. 11
Michigan Items 12
Movie 17
Jose Luis Sert 21
Cubic Foot Costs 25
Products News 29
Gardiner C. Vose 31
National Architect 33
Public Relations 39
Suren Pilafian 41

coming issues

MARCH — 41st ANNUAL M. S. A. CONVENTION

APRIL—Palmquist & Wright

MAY—Earl L. Confer

JUNE—Annual M. S. A. Roster (Alphabetical) & Western Michigan Chapter, A.I.A.

JULY—H. E. Beyster & Assoc., Inc.

AUGUST — 12th Annual Mackinac Mid-summer Conference

SEPTEMBER — Harley, Ellington & Day, Inc.

OCTOBER—Detroit Chapter, A.I.A.

NOVEMBER—Diehl & Diehl

DECEMBER—Annual M. S. A. Roster (Geographical) & Saginaw Valley Chapter, A.I.A.

JANUARY, 1956—Giffels & Vallet, Inc., L. Rossetti

FEBRUARY—Louis G. Redstone

monthly bulletin, michigan society of architects, volume 29, no. 2

MONTHLY BULLETIN

Michigan Society of Architects

120 Madison Ave., Detroit 26, Mich., WO 5-3680

Official Publication of the Michigan Society of Architects: Elmer J. Manson, President; Charles B. McGrew, 1st Vice-president; Adrian N. Langius, 2nd Vice-president; Paul A. Brysselbout, 3rd Vice-president; James B. Morison, Secretary; Phillip C. Haughey, Treasurer; Directors—Roger Allen, Willard E. Fraser, Sol King, Amedeo Leone, Leo I. Perry, Eberle M Smith, Linn Smith.

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Theodore G. Seemeyer, Jr., Advertising Director; 120 Madison Avenue, Detroit 26, Michigan. WOodward 5-3680.

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advertisers

Alexander-Stafford Corporation 6
Allied Steel & Conveyors, Inc. 32
Aluminum & Architectural Metals Co. 30
A.I.A. Monthly Bulletin (Books) 40
Andersen Windowalls 12
Back, Wm. F. Lumber Co. 28
Baker Furniture, Inc. 4
Besser Co. ..... 2nd Cover
B & L Electric Co. 38
Boosey, Norman Mfg. Co. 36
Bortolotti, William & Sons 22
Brant-Correll, Inc. 24
Burke, O. W. Co. 26
Busby, John H. Co. 26
Byrne Doors, Inc. 15
Cadillac Glass Co. 18
Candler, J. D. Roofing Co., Inc. 26
Century Brick Co. 26
Chapper Iron Works, Inc. 34
Cinder Block, Inc. 6
Daelyte Service Co. 16
Darin & Armstrong, Inc. 26
Den Braven, M. Co. 30
Detroit Brick & Block Co. 30
Detroit Edison Co. ..... 3rd Cover
Dunn-Rainey Co. 30
Farnell, B. F. Co. 34
Fidelity Fabricators, Inc. 38
Fireside Printing & Publishing Co. 36
Grace Harbor Lumber Co. 28
Gray Electric Co. 22
Hamill, N. W. Co. 38
Hanley Co. 28
Hardy Doors, Inc. 18
Harlan Electric Co. 1
Heineman & Lovett Co. 34
Hickey, Shaw & Winkler, Inc. 18
Hoge-Warren-Zimmermann Co. 34
Horn Fuel & Supply Co. 6
Huron Portland Cement Co. 16
Hydon-Brand Co. 13
Kaufmann Window & Door Corp. 22
Kimball & Russell, Inc. 12
Leggette, R. E. Co. 38
Lerner-Linden Construction Co. 34
Long Electric Co., Inc. 20
Long Sign Co. 30
Lyons, Ray T. Co. 16
Mahon, R. C. Co. ..... 4th Cover
Maraldo, L. Co. 24
McDonnell Brothers, Inc. 20
Mercier, John A. Brick Co. 28
Michigan Asphalt Paving Assoc., Inc. 22
Michigan Consolidated Gas Co. 32
Michigan Drilling Co. 28
Mitchell, John L. Co. 36
Monthly Bulletin (Books) 40
Moynahan Bronze Co. 20
National Architect (Books) 36-40
National Cement Products Co. 18
Nelson Co. 28
Permaglaze Co. 34
Peterson Window Corp. 24
Portland Cement Association 2
Precast Industries 14
Reflective Insulation Co. 26
Reisdorf, C. H. & Sons 14
Remington Rand, Inc. 24
Restrick Lumber Co. 28
Rogers, Maurice V. Co. 28
Rollinson, J. W. Co. 24
Sarin Electric Co. 38
Schroeder Paint & Glass Co. 36
Sibley, F. M. Lumber Co. 28
Smith-Maynard Electric 30
Spencer Turbine Co. 8
Spencer Vacuslot 8
Steel Sash Erecting Co. 38
Stevens, Frederic B., Inc. 20
Taubman Co. 38
Thomas Brick & Tile Co. 24
Turner-Brooks, Inc. 34
Vampco 18
Vibrapac Block ..... 2nd Cover
Vitro Lifewall Co. of Michigan 38
Whitcomb-Bauer Flooring, Inc. 7
Wilkins, M. H. Co. 34
Wolverine Marble Co. 14

tions. These questions were all aimed at finding out how we can be most helpful to architects.

The survey indicated the increasing trend toward air conditioning across the nation. The average for all geographical areas indicates that 40 percent of the architects are putting air conditioning systems in 50 percent of their buildings. Another 33 percent are putting air conditioning in over 10 percent of their buildings.

When we asked architects whether or not they had air conditioning and refrigeration engineers in their own offices, we found that 38 percent do; 68 percent do not.

Another interesting fact discovered was in the reading habits of architects. Although 58 percent stressed the architectural magazines as their first choice, 32 percent indicated heating, ventilating and air conditioning magazines are also of vital importance to them in their work.

WHAT ARCHITECTS WANT FROM MANUFACTURERS. One thing that our survey of architects emphatically proved is that they have no use for superlatives and generalities in advertising. They want practical data that they can use.

Seventy-seven percent say they want more product information in advertisements. Twenty-three percent want case history information. All want more facts.

The architects also pointed out that better catalogs are needed. They want basic information that they can use in their daily work. They talked of the need for "performance data," "physical dimensions," "diagrams," "performance curves," operation costs."

WHAT ARCHITECTS WANT FROM REPRESENTATIVES. Architects say they have no time to listen to sales talks. What they want most from representatives is a better engineering service. They want dependable answers to their questions. They expect the representative to be an expert on the products he represents.

They want representatives to help them keep their files up to date with the latest catalogs, engineering data and specification sheets.

Architects also expect representatives to be a channel through which they will secure, through the manufacturer, a high order of service and prompt adjustment of complaints.

Not the go-getter but the go-giver of service is the man architects welcome to their offices.

WHAT ACME IS DOING TO HELP YOU WORK WITH ARCHITECTS. Based on our survey of architects we are endeavoring in our advertisements and catalogs to give them what they want.

MAGAZINE ADVERTISEMENTS. Acme advertisements are being made more factual, product illustrations larger. In order to make personal engineering service quickly available, we are running with all advertisements in architectural magazines, a complete listing of the names and addresses of all Acme engineering representatives.

NEW CATALOGS. Acme catalogs have been completely revised. They have been expanded in size and filled with the basic type of information architects want including large illustrations, diagrams, dimensions and specifications.

MSA

Michigan Society of Architects Board of Directors met at Society headquarters, 120 Madison Ave., in Detroit, on January 19.

Aside from the organization meeting in December, this was the first meeting of the new Board. Considered were program, policies and budget for the year ahead. Reports were heard from the various committees, including Schedule of Fees for State Work, Annual Convention, and the MSA Movie, most of which are published in this issue.

Approved was the following schedule of Board meetings for 1955:

Wednesday, Feb. 16, Dearborn Inn; Thursday, March 10, at the Convention in Detroit; Monday. April 18, Grand Rapids; Wednesday, May 18, Birmingham Country Club; June, none; Wednesday, July 13, Lansing; Friday, Aug. 5, Mackinac Island; September, none; Thursday, Oct. 13, with Detroit Chapter, A.I.A., Wednesday, Nov. 16, with Saginaw Valley Chapter, A.I.A., Tuesday, Dec. 13, Detroit Athletic Club.

The Board approved the appointment of committees for 1955, as follows:

Executive—Elmer J. Manson, Chairman; Paul A. Brysselbout, Adrian N. Langius, Charles B. McGrew, Linn Smith.

Administrative—Adrian N. Langius, Chairman; Sol King, James B. Morison, Leo I. Perry, Linn Smith.

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convention

Edward G. Rosella, A.I.A., general chairman of the Michigan Society of Architects Forty-First Annual Convention Committee, announces the personnel of his subcommittees for that event, sscheduled at Detroit's Hotel Statler, March 9, 10 and 11, 1955, as follows:

James B. Hughes is Vice-Chairman and Chairman of the Program Committee. Working with him are Paul B. Brown and Harry M. Denyes.

Registration—Werner Guenther, Chairman; Harold D. Cutter, Herman Gold, B. T. Lyall, Raymond C. Perkins, Urban U. Woodhouse.

Arrangements—A. Arnold Agree, Chairman.

General Design—Charles J. Parise, Chairman; Wah Yee, William P. Lindhout.

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Publicity—Leo I. Perry, Chairman; Mrs. James B. Morison.

Brochure — E. John Knapp, Chairman; Charles J. Parise.

Ladies' Activities—Mrs. E. J. Dellar, Chairman; Mesdames Hurless E. Bankes, Frederick J. Schoettley, J. Russell Radford, James B. Morison.

Exhibition—George J. Bery.

Hanging of Exhibition—William B. Lindhout, Chairman; Robert B. Lytle, Jr., James R. Livingston, Stanley Beebe, Herbert Opitz, John Goodman.

Advisory Council—Talmage C. Hughes, James B. Morison, Lyall H. Askew.

James B. Hughes, Vice-Chairman, has taken over the duties of Chairman, while Chairman Rosella is absent from his office because of illness.

Hughes states that arrangements are being completed to bring outstanding speakers here for the various sessions, and he added that there will be many other functions, social and otherwise, that will be announced later.

The exhibition will be made up of student work of the student branch chapters of The American Institute of Architects in this area—at the University of Michigan, University of Detroit, Lawrence Institute of Technology, and Cranbrook Academy of Art. There will also be an exhibition of the A.I.A. national honor awards at The Detroit Institute of Arts during the convention.

Room reservations should be made directly with the Statler, Hughes says, and he urges that those who desire exhibit space make their requests as soon as possible.

program

WEDNESDAY, MARCH 9, 1955

5:00-8:00 P.M.—Registration, Foyer, Grand Ballroom—Men $2.00, Ladies free
Viewing of Exhibits

8:00 P.M.—Social Program, Ballroom
Entertainment and Refreshments
Complimentary

THURSDAY, MARCH 10

8:00 A.M.—Complimentary Breakfast for Board of Directors, Ivory Room

Complimentary Breakfast and Caucuses of Chapter Delegates, Wayne Room
Detroit—Table No. 1
Saginaw Valley—No. 2
Western Michigan—No. 3

9:00 A.M.—Registration Continued
Viewing of Exhibits

10:00 A.M.—Annual Business Meeting Ballroom
President Elmer J. Manson Presiding; MSA Movie Preview for Members

12:00 M. —Ladies' Lunchroom at the Detroit Athletic Club
Complimentary

12:30 P.M.—Luncheon, Wayne Room
Chapter Reports
Greetings from the City of Detroit

2:30 P.M.—Panel Discussion and Slides on Thin-shell Concrete by Architects, Engineers, Builders

4:30 P.M.—Viewing of Exhibits

6:30 P.M.—Dinner, Wayne Room

8:00 P.M.—Address, Wayne Room
Speaker to be Announced
Students and Guests Invited

FRIDAY, MARCH 11

10:00 A.M.—Tour of City-County Building

12:30 A.M.—Ladies' Luncheon and Tour of Goodwill Industries

2:30 P.M.—Seminar and Address
Speakers to be Announced

4:30 P.M.—Viewing of Exhibits

7:00 P.M.—Michigan Building Industry Banquet, Ballroom
Details on this event will be given later

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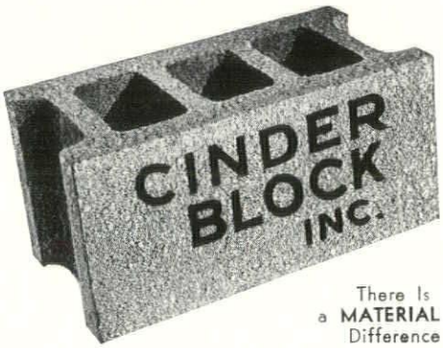

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architectural registration

By Reuben M. Waterman

REUBEN M. WATERMAN attorney at law, author of this guest editorial, is a native Detroiter who received his B.A. degree from Yale University in 1933 and his LL.B. from the University of Michigan in 1935. He is a member of the law firm of McClintock, Fulton, Donovan & Waterman, of Detroit, with which he has been associated since his admission to the Bar. He is chairman of the Interprofessional Relations Committee of the Detroit Bar Association, in which capacity he was requested to write an article for the Monthly Bulletin of the M. S. A. An exchange article is in preparation by a member of our Society for publication in The Detroit Lawyer, official monthly publication of the Detroit Bar Association.

It was with considerable soul-searching and misgiving that the writer, as Chairman of the Interprofessional Relations Committee of the Detroit Bar Association, undertook to submit material for the Monthly Bulletin of the Michigan Society of Architects. For a lawyer to make the transition from torts to trusses, from wills to walls, is an even more radical change than that from Florida to Michigan in mid-winter. Let it be made clear that, like many lawyers, the writer views your profession with the awe bred of ignorance, and for that very good reason will make no attempt to speak your language. For a different, but equally persuasive reason, every effort will be made to avoid writing in the manner of a Supreme Court. Between these two extremes there may be a common ground to be found in some rather rambling remarks about your licensing act, and in a comparison between the regulation of your profession and of mine.

Architecture first earned the dubious recognition of government regulation in 1915, and was joined four years later by engineering and surveying. Tucked cozily between "Aliens" and "Barbers and Beauty Culturists" in "Michigan Statutes Annotated" (Section 18.61 et seq.), architects, engineers and surveyors were required to be registered unless their practice was to be limited to private buildings such as residences, barns, garages, and, in the opinion of the Attorney General, theaters and churches. By statute in 1937, a registered architect or engineer was required to prepare plans or specifications for, and to supervise construction of public or private schools. In 1937, effective the first of January 1938, the old act was repealed and the registration law substantially as it now exists was enacted.

My instructions did not contemplate a legal analysis of the present law, but rather an informal discussion of some of the provisions which are comparable to those found in the regulation of the legal profession. Before undertaking such a comparison, one great difference in the type of regulation should be pointed out. Lawyers have, from the darkest ages, been considered as officers of the court, subject to regulation and discipline by the court. Thus, although the State Bar can discipline an attorney for misbehaviour in trying a case, the judge before whom the case was tried would have the same right. There is a third control over attorneys, which is like one of the controls over your profession—a civil action by any person who suffers damage as a result of the failure of an attorney (or an architect) to use his best judgment in the exercise of the requisite skill and knowledge required by law. The Supreme Court of Michigan has said that the responsibility of an architect, in this respect, does not differ from that of a lawyer or a physician. To this extent, then, we bear the same cross, and the burden is one that in fairness to our clients and to our profession we should be required to bear.

In one other notable respect, the regulation of your profession and mine differs materially—we are specifically prohibited from adopting a corporate organization; you are specifically permitted to do so. Our prohibition is said to be based on the fact that only a human being can conform to the exacting requirements of the practice of the law, and yet not even the most provincial lawyer could argue that your profession is less exacting. Such an argument would be particularly futile in view of the fact that chiropodists are subject to the same prohibition as lawyers, and their profession is certainly no more exacting than yours.

The permission granted you is limited in one rather interesting respect which may show that the legislature begrudged the right of a corporation to practice architecture—all members of the board of directors of an architecture corporation must be registered architects, engineers or land surveyors. (This statutory limitation does not extend to stockholders, in the opinion of the Attorney General.) The Attorney General has also opined that because one member of an architectural partnership is a surveyor, the partnership is not required to specify in its title the practice of surveying, but may merely specify the practice of architecture. If this ruling were to be carried to its extreme, twenty land engineers and one architect could form a partnership to practice architecture! It can be doubted that such a firm would result in teamwork, or that the one architect

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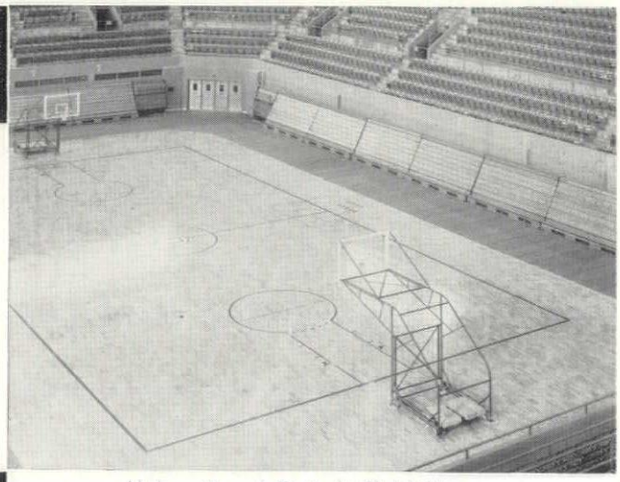

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would receive much support from his partners.

That our imaginary firm could be possible despite the regulatory law stems from the legislative marriage of two professions whose similarity of interests is very slight. In defining "architect" and "professional engineer," the legislature required of both professions a knowledge of mathematics and the physical sciences, and thus linked them together with tolerable logic. The poor land surveyor, however, is rather uncharitably dismissed as one who engages in the practice of surveying land, a definition which could neither surprise nor edify anyone. We can fairly conclude, while recognizing the importance of his work, that the inclusion of his profession in the statute we are discussing is unrealistic.

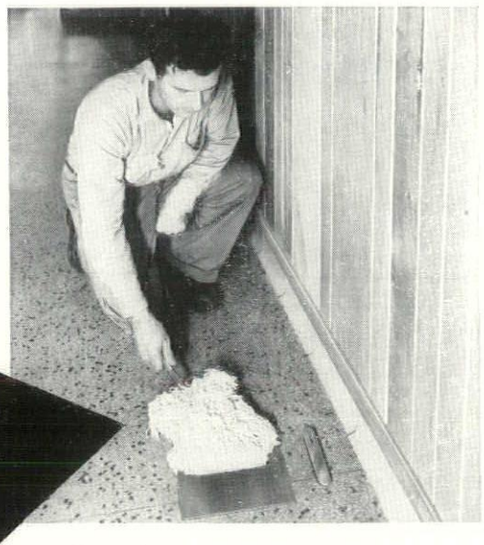
Most of the twenty-five sections of the Act relate to the State Board of Registration, licensing, certificates and revocation thereof, qualifications and examination of applicants, and similar topics with which most architects are familiar, but one of the exemptions provides food for thought. Anyone, a lawyer, for example, is permitted to plan residence buildings which do not exceed 2500 square feet in floor area. (As originally enacted, the limit was fixed at a cost of $15,000.00.) A very comfortable house can be built with a floor area of less than 2500 feet, and it would be a fair guess that a large proportion of residential building is within this exception. Since it could hardly have been the legislative thought that a poorly designed small house is less offensive to the public good than a poorly designed mansion, the exception was probably a matter of political expediency. It might also have been that the legislature felt that the architects fee should not be required to be paid by the owner of an inexpensive house; although many have learned that in the long run, the architect saves money for his client, this reason of false economy might have influenced our Solons. It is but little more short-sighted than the reasoning which leads a home owner to foreswear a $500 garage and thus permit his $5,000 car to be exposed to the elements.

The fact is, however, that our builder-lawyer could (and many would like to) supplement his hard-earned pittance by designing and building quantity small homes on an assembly-line basis, and this he is permitted to do. Of course, he must comply with the appropriate building codes, but these leave considerable margin of error, and the errors—like the profits—increase in proportion to the number of houses constructed. It would seem, therefore, that this exemption should be narrowed; perhaps, any unregistered person should be limited to the planning, design, or supervision of the construction of only one small house per year. Such an amendment to the exemption would serve to protect the public from unsound design and construction, and would yet permit an unregistered handyman to build a dream house for his impecunious and unskilled brother.

The unregistered person with architectural training will probably realize that violation of the act bears criminal sanctions, but he should be warned that another penalty lurks, unmentioned in the act. Months of work culminating in a building which becomes the eighth wonder of the world, may yet avail the unregistered creator only pride in his masterpiece and empty pockets. It is most probable, if the owner should be so mercenary as to deny payment to his benefactor, that the courts would give no relief. The agreement to plan and supervise the erection of the masterpiece, and to be paid for the work, made by an unregistered person, would probably be held to be void.

Even the registered architect can not feel that compliance with the state statute is his only concern with the government; for undoubtedly it is known throughout your profession, but a warning should be given that cities, and in these enlightened days, even villages and townships may have regulations which affect architects in the practice of their profession. Space does not permit an examination of the effect of the state law upon a municipal ordinance, but the possibility of local control does exist. Another local control is exerted through the operation of the statute; one section prohibits the acceptance as a public record, or for filing as such a record, by a public official of a plan, specification, or report which does not bear the seal of a registered architect, professional engineer, or land surveyor. Although the same weakness exists here as mentioned previously—that a surveyor's seal will suffice for plans of a building, it is additional protection against the drafting of plans and specifications by unregistered persons.

Our thanks for the opportunity to exchange views in your Bulletin, and we look forward to the article which will be written for our publication by an architect. On behalf of the Detroit Bar Association, greetings to the architects and their Association. May the relationship between our professions always be cordial!



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detroit chapter's next meeting

G. E. KIDDER SMITH, A.I.A., of New York City, will be the speaker at a meeting of the Detroit Chapter, American Institute of Architects, in Detroit's Rackham Memorial Building, at 8:00 p.m. on Wednesday, February 9. His subject will be "Contemporary Architecture of Sweden."

Well known as a writer and research scholar, as well as an architect, Mr. Smith is author of a popular series of books on the architecture of foreign countries, including Brazil Builds (with P. L. Goodwin), Switzerland Builds, Sweden Builds, Italy Builds, and articles on ten other countries. He received his AB degree at Princeton University in 1935, and his master of fine arts in 1938. He is a member of the leading national organizations in the field of art and architecture, a fellow of the American-Scandinavian Foundation, Guggenheim Foundation, president's fellow at Brown University, and research fellow of the Fulbright foundation.

Mr. Smith has lectured at the Royal Institute of British Architects, and corresponding societies in Switzerland, the Scandinavian countries, Italy and Spain.

The lecture, which will be free and open to the public, will be preceded by a social half hour at 6:00 p.m. and a dinner meeting of Chapter members at 6:30, all in the same building.

G. E. Kidder Smith

Mr. Smith has gained renown as an architectural photographer, and his lecture will be illustrated with his color slides.

detroit chapter meeting report

RALPH G. GULLEY, A.I.A., of New York, consulting architect for tthe Panylite Division of St. Regis Paper Company, was the speaker at Detroit Chapters January 12 meeting in the Rackham Building.

President Suren Pilafian presided at the dinner preceding the lecture, and he announced Board action of the afternoon, including the election of 14 associate members, and approval of seven applications for corporate membership.

Other matters reported by the President were the Civic Design Committee's action regarding the underground parking garage at Grand Circus Park and an effort to have this project done by Detroit architects. Gerald G. Diehl Chapter Vice-President reported as coordinator of committees indicating that good work is being done. Mr. Pilafian also mentioned activities of other committees including Honor Awards, Fees, American Architectural Foundation, and Visitors' Guide.

Mr. Gulley gave his audience a good insight into the manufacture and use of plastics particularly as applied to building construction. We hope to publish his manuscript in a future issue of the Bulletin.

There was an unfortunate occurrence at this meeting which we feel deserves special mention. Although there were only 60 reservations 16 failed to attend which means the Chapter had to pay for those dinners not served at three dollars each—a loss of $48.00. This is most unfair as the Chapter is operating on a budget, and it needs all the funds it can get. This seems such an unnecessary loss, and yet it is hard to deal with. If we make an issue of it, and ask the no-shows to pay for the dinners not served, it would undoubtedly be bad public relations within our own organization, and result in some not making reservations in the future. So, we will just grin and bear it, but we do hope you will be more careful in the future.

DOUGLAS KEITH BLOETSCHER, FRED D. FARRAR, HARRY S. KING AND DONALD DOUGLAS MacMULLAN have been elected members of The American Institute of Architects and assigned to the Detroit Chapter, it is announced by Arthur O. A. Schmidt, Chapter treasurer.

Bloetscher, of 15820 Ferguson, Detroit, holds a degree of bachelor of science in architectural engineering from Lawrence Institute of Technology, class of 1949. After gaining experience in leading Detroit architectural offices, he became employed by Bennett & Straight, Architects, of Dearborn, where he is now engaged.

Farrer, now of 424 Harris St., Cadillac, Mich., was formerly a partner in the Detroit architectural firm of Muehlman and Farrer, which firm won the Gold Medal Award of the Detroit Chapter, A.I.A. in 1929.

King, who was educated at Wayne University and Lawrence Tech, has been employed by architects Theodore Rogvoy, Charles N. Agree, and Albert Kahn Associated Architects & Engineers, Inc. He is a brother of Sol King, a partner in the Kahn firm and a director of the Michigan Society of Architects.

MacMullan graduated from the University of Michigan, College of Architecture and Design in 1950. He is now engaged by Charles W. Lane, A.I.A., of Ann Arbor. He is a son of Ralph A. MacMullan, secretary-manager of Associated General Contractors of America, Detroit Chapter, Inc.

dinner meetings, detroit chapter, a.i.a.

All are at The Engineering Society of Detroit unless otherwise noted.

Wednesday, Feb. 9, 1955—G. E. Kidder Smith

Wednesday, March 16—Dinner at ESD, lecture by Walter Dorwin Teague at The Detroit Institute of Arts, with Metropolitan Art Association.

Thursday, April 14—Allied Arts Program, Also Student Award.

Tuesday, May 10—Program to be announced later.

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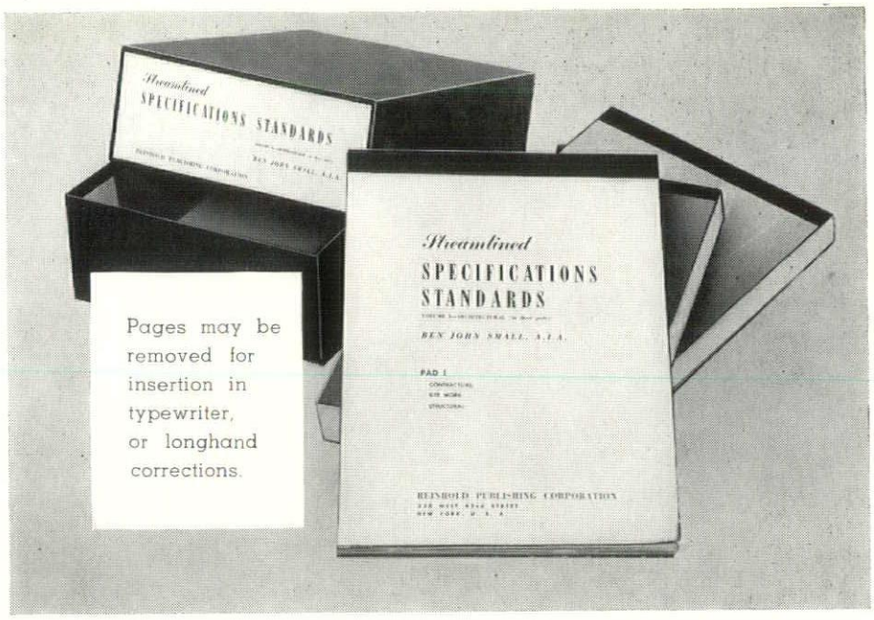

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saginaw valley chapter

ALDEN B. DOW, A.I.A., of Midland, Mich., was featured in The Detroit Free Press Roto Magazine of Sunday, Jan. 16, 1955, when Mrs. Lillian Jackson Braun, editor of Living Section in the Magazine, carried pictures and text about the Bay City home of Mr. and Mrs. Thomas DeFoe, designed by Mr. Dow. The article states:

"Winter or summer, rain or shine, day or evening : . . the turquoise pool in this Bay City living room beckons for a relaxing dip.

By day, sunlight slants down through the skylight, sometimes filtered by bamboo shades drawn across the glass. Tree boughs can be seen waving overhead. By night, trough lighting illuminates the room indirectly, while underwater lights send a blue shimmer reflecting on the white plaster walls.

"Smooth, clean-cut brick comprises the flooring. As the rim of the freeform pool winds around the room, there is space for conversation groups of furniture in the shade of plants.

"Each group is an oasis of color—strong green, red and yellow—unified by an area rug in brilliant emerald.

FREDERICK E. WIGEN, A.I.A., of Saginaw, is Chairman of the Michigan Society of Architects Twelfth Annual Midsummer Conference Committee. The Conference is scheduled at the Grand Hotel on Mackinac Island, August 4-6, 1955.

Wigen graduated, with the degree of bachelor of science in architecture, from the University of Michigan College of Architecture and Design in 1939. After employment by architects in Detroit, Midland and Saginaw, he became registered as an architect in Michigan in 1943, entered his own practice in 1947. He has served as president of the Saginaw Valley Chapter, A.I.A., and director of the Michigan Society of Architects.

PETER BENSON FRANTZ, son of Robert Benjamin Frantz, F.A.I.A., and Mrs. Frantz of Saginaw, Mich., was married to Miss Suzanne Parker Smith, daughter of Mrs. Hubert Stacy Smith and the late Mr. Smith of Bay City, Mich., on January 29. She is a graduate of Milton (Mass.) Academy, and of Scripps College, Claremont, Calif.

Peter is a graduate of Kent (Conn.) School and the University of Michigan College of Architecture and Design, where he was a member of Alpha Delta Phi Fraternity. He served three years in the Army during World War II. Following his becoming registered as an architect in Michigan last year, Peter was admitted to the firm of Frantz & Spence, Architects. He is a nephew of the former Secretary of State Dean Acheson and Mrs. Acheson.

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western michigan chapter

HUGH BRENNEMAN, producer of the Michigan Society of Architects film, addressed the January 10 meeting of the Western Michigan Chapter, A.I.A. at the University Club in Grand Rapids. This was the Chapter's second joint meeting with the local unit of the Michigan Society of Professional Engineers.

After a social hour and dinner, A.I.A. president Hubert Van Dongen and M. S. P. E. president Joseph Appelt introduced their officers and guests, and the new president of the M. S. A., Elmer J. Manson, of Lansing.

Stuart D. Long, Grand Rapids engineer, introduced speaker Brenneman, who gave a delightfully humorous and constructive talk on the subject "WHY?" Mr. Brenneman contends successful PR has two goals—freedom and income. He pointed out that professional men are organized for protection against encroachment. Such encroachments are usually aimed at usurping markets, and include fee-cutting, he said. Thus, the first goal is to insure against loss of freedom, by making friends.

The second goal, Brenneman said, is to maintain income. By maintaining freedom, income is protected. He said that the public relations program of the United States is to make the way of life of the U. S. known to peoples of the world who are in doubt about choosing a way.

The speaker concluded by saying that professional men should be awake to their opportunities to assist legislators in knowing more about their professions, by explaining the "WHY?" and making friends with them.

THE SECOND ANNUAL MICHIGAN WEEK, the event intended to turn seven million Michigan residents into aggressive salesmen for their State, will be celebrated May 15-21, 1955.

General Chairman of the 1955 Michigan Week is Dr. Grover C. Dillman, President of Michigan College of Mining and Technology. Assisting are Walter L. Cisler, President of Greater Michigan, Inc., and Dan Gerber, Chairman of the Michigan Economic Development Commission. These two organizations were the principal sponsors of the first Michigan Week last spring, and they have since voted to make Michigan Week an annual event.

Mr. Don C. Weeks, Director of the Michigan Department of Economic Development, says:

"Nothing means more to the future prosperity of Michigan than the loyalty and pride of its citizens, and nothing means more to the success of Michigan Week than the leadership of its organizations.

"Noting that your Annual Convention of the Michigan Society of Architects comes about two months ahead of Michigan Week, I'd like to express the hope that you can bring Michigan Week before your members in some important way at the Convention."

ORUS O. EASH, A.I.A., of Traverse City, has been named campus architect for Taylor University, Upland Indiana. This new position recently created at Taylor is a part of the progressive program in which the Upland school is engaging to help meet the demands for Christian higher education.

dinner meetings, western michigan, aia

Feb. 21, 1955	— Lansing
March 21	— Kalamazoo
April 18	— Grand Rapids
May 16	— Lansing
June	— To Be Announced
September 19	— Marshall
October 17	— Grand Rapids
November 14	— Kalamazoo
December 12	— Lansing

michigan items

HENRY T. McGAUGHAN, of Pontiac, was elected chairman of the Michigan State Board of Registration for Architects, Professional Engineers and Land Surveyors at its recent annual meeting .He succeeds Clyde R. Paton, of Birmingham, who continues on the Board.

Others elected were William R. Harvie, of Lathrop Village, vice-chairman, and Robert B. Frantz, F.A.I.A., of the Saginaw firm of Frantz & Spence, Architects, secretary.

Reelected were Henry G. Groehn, executive secretary, and his assistant, Mrs. Irene Weil.

Other members of the Board are Wells I. Bennett, F.A.I.A., of Ann Arbor, Talmage C. Hughes, F.A.I.A., of Detroit, and Wilfrid C. Polkinghorne, of Houghton.

JOHN J. UICKER, of the Mechanical Engineering Department of the University of Detroit, is chairman of a local committee to plan the convention of the Central Zone of National Council of State Boards of Engineering Examiners, to be held at Hotel Statler in Detroit, April 28 and 29, 1955. Included in the Zone are 13 midwestern states.

Delegates and guests will visit Northland shopping center, and the ladies will be taken on a tour of Greenfield Village.

Business sessions, luncheons and a banquet will make up the remainder of the convention.

SCHLEY & WARD, ARCHITECTS & ENGINEERS, of 18079 James Couzens Highway, in Detroit, reports a volume of work in that office of more than $3,000,000.

Projects on the boards include a garage for WJRT (WJR television station) in Detroit, and a studio building for the same client in Flint, Mich., an office building in Detroit, and miscellaneous buildings in various locations throughout Michigan.

Completed are plans for a transmitter building in Flint, city hall in Huntington Woods, and office building for the Burton Abstract Company, in Mount Clemens.

Now under construction are St. John's Methodist church, in Royal Oak, and the Ann Arbor Trail school for the Detroit Board of Education.

Recently completed are Bethany Baptist church, addition to the Bagley school, and modernization of high school, all in Pontiac.

GIFFELS & VALLET, INC., L. ROSSETTI, ASSOCIATED ENGINEERS AND ARCHITECTS are featured in the February 5 issue of Saturday Evening Post. Growth of the firm to the largest in the world, its contributions to design and engineering, and the personalities of Victor E. Vallet, Raymond F. Giffels and Louis Rossetti, all Detroiters, are discussed in detail.

BACK NUMBERS, ARCHITECTURAL RECORD FOR SALE; Oct., '45 (Restaurants); June, '47 (Hospitals); July, '48 (Restaurants); Feb., '48 (Apartments); March '48 (Schools); April, '48 (Stores); Sept., '49 (Houses); Jan., '50 (Small Business Bldgs.); Feb., '50 (Hospitals); Oct., '50 (Mental Hospitals, Schools); Nov., '50 (Houses); Feb., '51 (Industrial); March, '51 (Shopping Centers); April, '51 (Tuberc. Hospitals); May, '51 (Mobilization Housing); July, '51 (Industrial); Sept., '51 (Office Bldgs.); Oct., '51 (Hosp. & Health Centers); Nov., '51 (Schools); March, '52 (Schools); Aug., '52 (Building in Topics); Sept., '52 (Navy Bldgs.). F. S. ONDERDONK, Center Line, Mich. JE. 6-5000, Ext. 33105.

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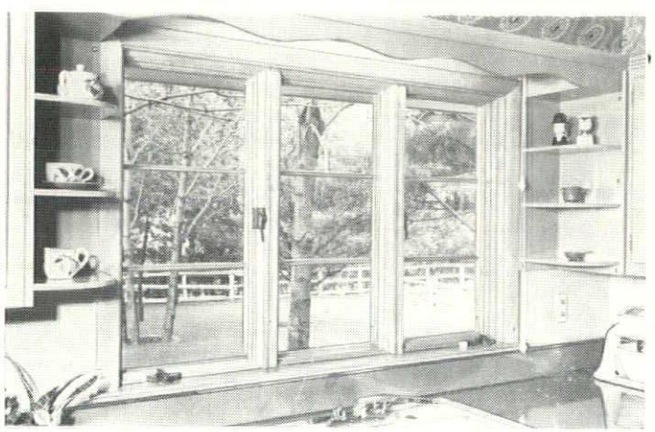

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C. ALLEN HARLAN, president of Harlan Electric Company, of Detroit, has contributed $47,000 in scholarships to 11 colleges: $5,000 each to the University of Michigan, University of Detroit, and Wayne University; $2,500 each to Albion College, and the United Negro College Fund, and others.

SELF-EMPLOYED ARCHITECTS will have to pay social security for themselves with their 1955 income tax return.

This does not apply to 1954. The law was amended in 1954 to include architects, but it applies to 1955 and thereafter. No account need be taken of line 10 on your income tax form until about a year from now.

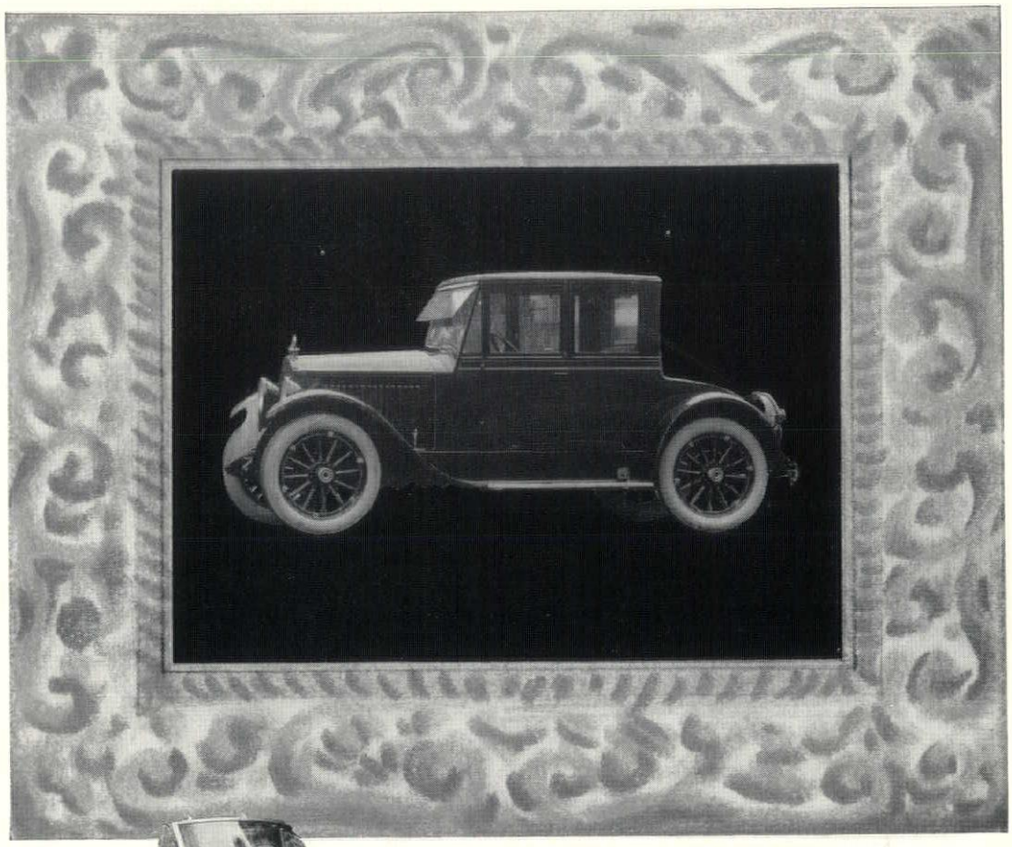
CHAPTER AFFAIRS—"I received with great interest the batch of publicity from your area on architects and architectural activity. It has never failed to amaze me to see the volume of good architectural editorials that come from your corner of the country. I was always interested in the composite section in the Monthly Bulletin showing a tremendous amount of newspaper clippings. I hope to once again, in the near future, call to the attention of chapters throughout the country the wonderful work being done in Michigan. In fact, I was hoping to stimulate activity of this type by gathering some of this material and sending it round-robin to the president of all chapters of the Institute, requesting them to forward it to the next in line. If enough chapters were stimulated to do this automatically through the Chapter Affairs Committee, we might have a continual flow of this kind of data for all chapters to see."—BERYL PRICE, Chairman.

MENOMINEE HERALD-LEADER, of Dec. 28, 1954, in the column, "Ye Town Crier," written by editor Jean Worth, is devoted to the Biddle House on Mackinac Island, which was featured in the Monthly Bulletin's November, 1954 issue. The article begins.

"Lucky the man who is a member of a profession with an excellent journal. A periodical publication bringing him the achievements of his calling . . . the voice of its leadership, the theorizing of its prophets, the report of its relations with government, inspiration and comment and stimulation . . . adds both to his effectiveness and his enjoyment. I thought of this as I paged through the November Bulletin of the Michigan Society of Architects. The men who serve Michigan's needs for building planning have a lively and able journal. Even the layman will find fascination in it."

THE EVENING NEWS, OF SAULT STE. MARIE, of December 27, 1955, also carried an illustrated article about the Biddle House, and the Michigan Society of Architects' project to restore it.

WILLIAM GILLETT, President, Producers' Council. "I don't think I have ever pick-



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ed up a Detroit paper and looked at the building page without seeing good publicity for the architects and the building industry of Michigan."

ARCHITECT J. WARREN PLATNER, A.I.A., of Birmingham, Mich, received cover and story recognition by the French magazine, L'ARCHITECTURE D'AUJOURD'HUI, in its September-October, 1954 edition.

Platner's solution to the problem of transforming a two-car garage, gardener's house and chauffeur's quarters into an independent habitation for his clients, the Robert H. Taylors of Bloomfield Hills, Mich., was featured in the magazine, with an article describing the successful work, and color pictures showing the completed project.

The Tudor style of the main house and gate lodge of the estate was not hampered or contrasted by the contemporary exterior and interior design used in the alterations.

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m. w. pettibone

MILTON W. PETTIBONE, A.I.A., died in Bon Secours Hospital, Grosse Pointe on January 17, at the age of 64.

Born in Detroit on January 3, 1891, he was educated at Ferrand Grade School and Central High School here, following which he attended the University of Michigan and Massachusetts Instiute of Technology, graduating from the latter with the degree of bachelor of science in architecture in 1917.

He traveled and studied in Europe in 1922, and he was employed by the leading architectural offices of Detroit. He became registered to practice architecture in the State of Michigan, by examination, in 1922. For the past 20 years he had been engaged by the real estate investment department of th Detroit office of The Prudential Insurance Company of America.

A veteran of World War I, he was a member of Alger Post, American Legion, M. I. T. Club, Michigan Society of Architects, American Institute of Architects and its Detroit Chapter, of which he had served as treasurer.

Surviving are his wife, Elizabeth and a daughter, Alice. The family home is at 689 Rivard Boulevard, Grosse Pointe.

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h. t. keating, sr.

HOWARD T. KEATING, SR., 66, of 13111 Lahser, Southfield Township, Detroit realtor, died January 2.

A native Detroiter, Mr. Keating had been in the real estate business here for 30 years. He was the sponsor of a small house competition, conducted by the Michigan Society of Architects, in 1952.

Mr. Keating was a member of the Detroit Athletic Club, Detroit Real Estate Board, and the Birmingham Real Estate Board.

He is survived by his wife Stella, two sons, Howard T., Jr., and Lee W., and two daughters, Mrs. Timothy Cruice and Mrs. Robert Faught.

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These canopy doors can be made in sections for any width of opening and may be operated individually or simultaneously. They are motor operated, upward-acting with balanced suspension through cables which transmit dead loads to compact counterweights.

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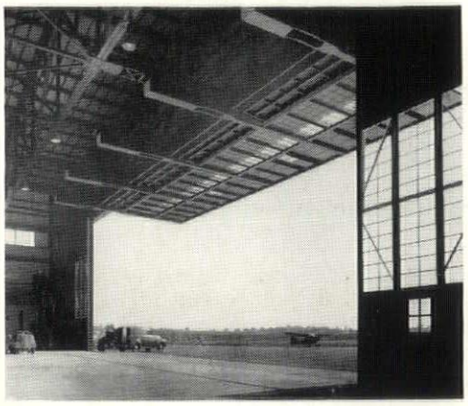

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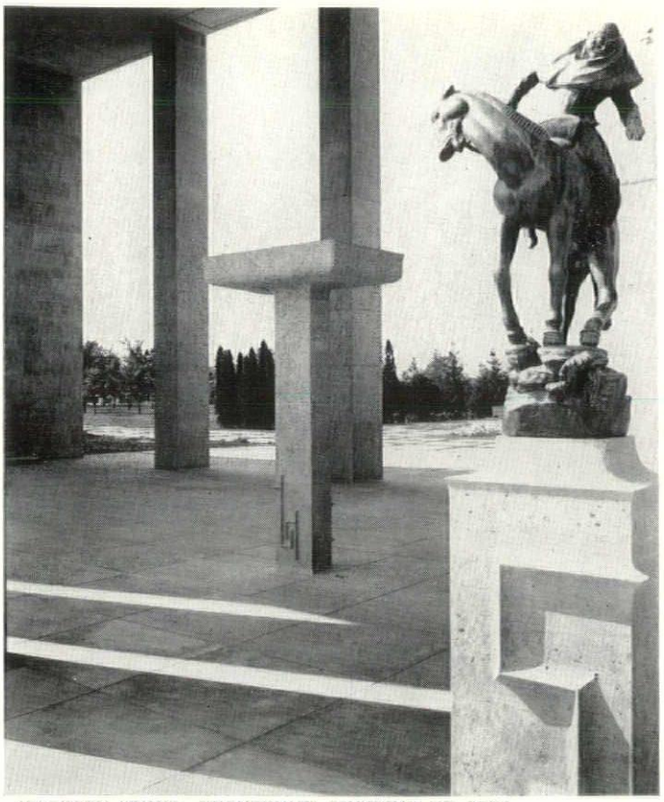

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movie

HUGH BRENNEMAN, producer of the MSA film, reports that final shooting took place in Lansing January 10, and that audio and editing will be done in February, permitting the premiere at the Society's Annual Convention at Hotel Statler in Detroit, March 9-11.

Location shots were taken in the Birmingham office of J. Robert F. Swanson, A.I.A., Birmingham High School, Barnum Junior High School, College of Architecture and Design and its experimental class room, Lewis Cass Building in Lansing, Sexton High School, Michigan State College, Technical High School, Frander Shopping Center, and the Capital Film Studios.

Sets of an architect's office and the living room of a superintendent of schools were done at the Studio, with the Herman Miller Furniture Company, of New Zeeland, Weger Interior Studios and Callard Furniture Co., of Lansing, providing the furniture and fabrics. Watercolors and sculpture were by Edward Anthony, of Detroit.

Cameraman, George Reid, of Lansing, filmed the entire movie in color, and he reports that the finished film will run 22 minutes, telling the story of the architect and his work. The "Mr. Architect" is played by Robert Morris, of Detroit, who is active in TV, film, and stage work. Clarence Rosa, A.I.A., of Lansing, portrays the superintendent of schools, while Evelyn Farrell, prominent for her Hollywood film work, is cast as his wife. Tommy Brenneman plays their son, and Margaret Wangeman, of the State Building Division, portrays the architect's secretary.

The movie tells dramatically the story of a community working with an architect and the resultant magnificent high school. The education, apprenticeship, travel, and working-day problems of the architect are spotlighted in an endeavor to answer the public's questions about this man the architect.

EBERLE M. SMITH, A.I.A., a director of the Michigan Society of Architects, and head of Eberle M. Smith Associates, Inc., Architects & Engineers, of Detroit, reports that his firm has some 24 projects totaling more than $25,000,000, in all stages, from sketches to nearing-completion.

Seventy-five per cent of this work is in the Detroit area, Smith said, and he added:

"It is our feeling, in general, that the volume of projects to be handled by this office during 1955 will be somewhat less than that of 1954.

"Our work consists primarily of schools, but includes also office buildings, hospitals, municipal buildings, college, libraries and commercial work."

microfilming

One of the most pressing problems facing libraries today is to provide adequate storage space. Periodicals give particular difficulty because of the number and bulk.

A solution to this problem is possible through the proper use of microfilm, at a cost approximating that of binding volumes of the paper copies of the periodical. The process is as follows:

The library subscribes to the regular paper edition of a journal and a subscription is also placed with University Microfilms, 313 N. First Street, Ann Arbor, Michigan. The original paper copies are used in the library, unbound, until the period of greatest use is over, then the paper copies are discarded and the microfilm copy substituted.

There are several film reading machines on the market, and on orders for film to the amount of $100 or more. University Microfilms will allow a discount of $70 toward the purchase of a machine.

The program is an attempt to solve a serious problem through the use of new reproduction techniques. Properly employed it can render a very real service by making possible substantial savings in storage costs while allowing for the preservation of material for future use.

PROGRESSIVE ARCHITECTURE announces that designs for proposed buildings by three Michigan architectural firms are winners in its second annual Design Awards Program. The firms are John van der Meulen of Holland, Eero Saarinen & Associates of Bloomfield Hills, and Robert C. Metcalf of Ann Arbor. The awards were presented by editor Thomas H. Creighton at an awards banquet held in New York on January 14. The principal speakers on that occasion were Dr. Walter Gropius, Chairman of the Awards Jury, and First Design Award winner Paul Rudolph. The winning designs were selected by an eminent professional jury composed of Architects Walter Gropius, Charles M. Goodman, Morris Ketchum and Paul Schweikher, with Engineer Edgardo Contini. Sketches and plans of the projects are featured in the January issue of the magazine. Present plans call for an exhibit of the winning designs at The Building Centre in London later this year.

RICHARD B. FERNBACH, A.I.A., Director of City Planning for Highland Park, Mich., and Vice-President of the Detroit Metropolitan Area Planning Commission, who guided his City to first place in the National Cleanest City Contest, in the 25,000 to 50,000 population group, in 1952 and '53, recently was a speaker before the Grosse Pointe 1955 Cleanup Campaign.

DETROIT CHAPTER, A.I.A. has elected to associate membership Wallace B. Cleland, 8911 Dexter Blvd., Detroit; Mark Jaroszewicz, 4204 Butternut Hill Drive, Birmingham; Raymond A. Johnson, 9274 Yellowstone; Donald A. Kalmbach, 1365 Cass Ave., and Mart Merivalja, 12610 Strasburg, Detroit.

Cleland, a graduate of the University of Illinois, is employed by Eberle M. Smith Associates, Inc.

Jaroszewicz, a native of Warsaw, Poland, received his master's degree in architecture and city planning from the Swiss Federal Institute of Technology, in Zurich, and he is also employed by the Smith office.

Johnson graduated from the University of Detroit in 1954. After experience in several leading Detroit architects' offices, he became engaged by Copco Steel and Engineering Co.

Kalmbach is a native Detroiter, and since 1948 he has been engaged by the Michigan Bell Telephone Co.

Merivalja was born in Estonia, and he studied at the Technical University of Dresden, Germany, and at the Technical University of Tallinn, in Estonia. He is at present with the Board of Education, architectural department, City of Detroit.

Other elected associates: Aaro John Annala, Steve T. Gerganoff, John Michael Kushner, Jr., Erwin J. Otis, Jr., August St. George and William Jones Winburn.

Annala, of 861 Lothrop, Detroit, is a graduate of the University of Michigan College of Architecture, of 1951, and he is now employed in the office of Albert Kahn Associated Architects and Engineers, Inc.

Gerganoff, who resides at 906 Beaconsfield road in Grosse Pointe, is a nephew of Ralph S. Gerganoff, A.I.A., of Ypsilanti. After graduation from the U. of M., he became employed by Ralph Gerganoff, Cornelius L. T. Gabler, A.I.A., and the Kahn office, where he is now engaged.

Kushner lives at 23007 Avalon St. in St. Clair Shores. He received his technical education at the University of Detroit and Lawrence Institute of Technology, and he is now employed by Robert C. Wakely, A.I.A., of 19875 Mack Ave., Grosse Pointe Woods.

Otis, of 5715 Ellis road, Ypsilanti, was educated at the U. of M., then employed by Giffels & Vallet, Inc., L. Rossetti Associated Engineers and Architects, and Harry C. Vicary, A.I.A., of Dearborn. He is now employed by the King Seeley Corp., of Ypsilanti.

St. George resides at 10917 Roxbury road, Detroit. He is also a graduate of the U. of M., and he is now employed by Ralph R. Calder, A.I.A.

Winburn, of 679 West Warren Ave., Detroit, graduated from the University of Virginia, and he is now employed by the Kahn organization.

H. E. BEYSTER AND ASSOCIATES, INC., ARCHITECTS AND ENGINEERS, have moved from the Industrial Bank building to 700 Griswold building. The telephone number remains the same—WOodward 1-7182.

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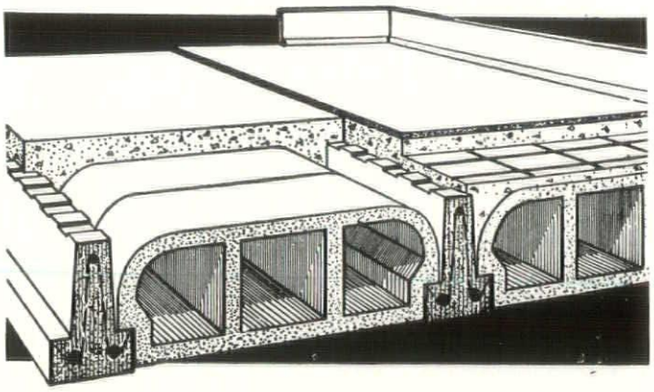

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bulletin

JOSEPH P. WOLFF, Commissioner and L. Glen Shields, Chief, Bureau of Plumbing, Department of Buildings and Safety Engineering, City of Detroit, have issued the following Bulletin concerning existing sewers serving industrial plants:

Some industrial plants, which have existing building sewers, now wish to expand their facilities so that the area under which lies the existing building or plant sewer, will be covered or partially covered by a new structure or addition to an existing structure.

It is frequently requested that such sewers be permitted to remain and/or be used to receive the additional storm and/or sanitary drainage of the new structure, or paved areas used for storage, parking or traffic.

Both the State of Michigan and City of Detroit Plumbing Codes provide that sanitary drainage if underground beneath a structure shall be carried by cast iron pipe, but on existing structures reasonable concessions may be granted, provided they are requested with adequate accompanying information at the time plans for the structure are submitted to the Department of Buildings and Safety Engineering.

Therefore, it is requested that owners, engineers, architects, or plumbing contractors observe Sections 316, 1109, 2301 and 2301.3 of Ordinance 849 E, when submitting requests for concessions to permit existing building sewers and plant sewers.

IT IS SPECIFICALLY SUGGESTED THAT:

I. It shall be determined that the existing sewer shall be of the size and pitch necessary to carry the drainage, both storm and sanitary, from the existing structure and up to the limit of its capacity, additional loads from the new structure. If inadequate, the sewer shall be enlarged or additional sewers installed.

II. That the portion of the sewer which is to remain shall be:

A. In sound structural condition.

B. Of materials which will carry the type of waste from the plant without damage. This rules out concrete, transite, bitumastic fibre, and plastic.

C. That the sewer shall be sufficient depth so that the additional branch drainage lines may be installed with a slope which will induce a flow velocity of not less than 1.8 feet per second.

D. That sufficient manholes exist, as required by Code, or that they shall be provided, and that all manholes within the structure be tightly covered and vented.

That a vent serving a manhole shall be not less than 4" I.D. and that such vents may serve also for plumbing vents, if not used for rainwater conductors. If a conductor serves jointly as a roof drain and a vent, it shall be increased one pipe size on the vertical portion, above the size required to carry the roof area in projection which slopes to the roof sump served by the conductor.

III. If bearing walls, machinery bases, traffic thoroughfares, or storage loadings impose either loads or impact on the sewer structure, or if vibration and shock from power hammers, punch presses, dies, shakers, loaders or test blocks, etc., translate disturbance to the existing sewer, the sewer shall be either replaced with shock and corrosion resistant pipe, or encased in not less than 6" of concrete, or the sewer shall be bridged with abutments with satisfactory beams over the sewer so that the sewer structure is reasonably protected against physical damage.

IV. If an existing sewer is to receive no additional drainage and new building sewers are to serve the new structure, the same requirements with reference to manholes, venting and bearing loads shall apply.

V. Each branch connection serving either storm or sanitary drainage, which connects to the existing sewer or any part thereof, shall require a separate permit just as if the existing sewer was outside the structure and inspection of each connection is required.

VI. If the downstream end of the existing sewer is enlarged, or is equipped with a drop, or trapped manhole, the usual permits depending on size are required.

VII. Sewers of less than 12" size will require replacement with cast iron, if within the structure.

Face-Lifting at David Broderick Tower, Detroit

HARRY S. KING, A.I.A., announces the opening of his office for the practice of architecture at 8935 Thatcher Ave., Detroit 21, Mich. The new telephone number is UNiversity 1-9067.

King was educated at Wayne University and Lawrence Institute of Technology, and he was employed by Charles N. Agree, Theodore Rogvoy and Albert Kahn Associated Architects and Engineers, Inc. He is a brother of Sol King, a partner in the Kahn organization and a director of the Michigan Society of Architects. He was registered to practice architecture in Michigan, by examination, in 1953.

RUTH REEVES, Superintendent of the Index of American Design in Washington, D. C., will be the speaker at the second in a series of lectures presented by the Metropolitan Art Association in the auditorium of The Detroit Institute of Arts at 8:00 p.m., Wednesday, February 23.

A native of California, Miss Reeves studied at Pratt Institute Art School in Brooklyn, N. Y., the San Francisco Art Students League in New York, and with Fernand Leger in Paris, France. Well known in the field of crafts, she is also an artist and teacher. At present she is instructor in textile design, and a lecturer at Columbia University Art School. Her subject here will be "Design in the Field of Crafts."

Admission will be by membership card, or admission tickets may be purchased at the box office. There will be a reception, with refreshments, following the lecture, where attendants may meet the guest speaker.

GEORGE J. HAAS, A.I.A., of 866 Belle Meade Island Drive, Miami, Fla., has been honored by the Michigan Society of Architects, by being made a member emeritus. He also holds like membership in The American Institute of Architects, its Florida South Chapter and the Florida Association of Architects.

Haas, who formerly lived and practiced architecture in Detroit, moved to Florida a decade ago, where he has been active in architectural organizations and the Producers' Council.

In 1924 and '25 he was president of the Michigan Society of Architects. At one time he was mayor of Hamtramck. He was a founder of Kiwanis International.

Some of his work: Hamtramck high school, Grosse Pointe high school, Grosse Pointe Park municipal building and Macomb County court house.

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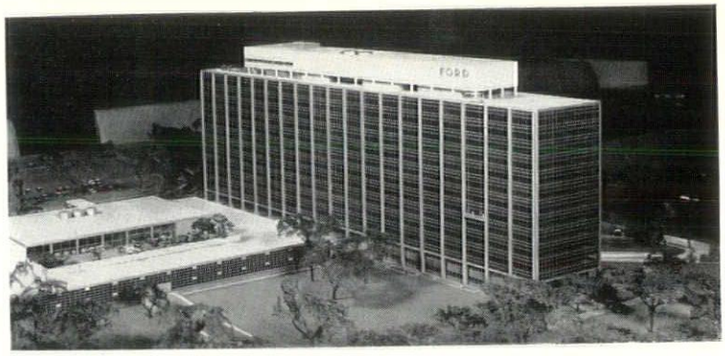

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Before Selecting BRICK — See What STEVENS Offers . . .

the architect and the city

By Jose Luis Sert

Jose Luis Sert

Architecture is 90% an urban or civic activity, and it has become more so in recent times. A house is more tied to other houses, a building to another building than they ever were before. No more big estates, with the higher taxes, higher cost of land and higher cost of buildings. The natural result is less land and smaller buildings, consequently closer together, more dependent on one another.

We cannot any longer talk or think in terms of buildings alone. We are aware that buildings large or small are part of their environment and are shaped or deformed by that environment. Our environment is being radically transformed, or reshaped. The young men now coming to the schools of architecture, engineering, landscape architecture, those who are working hard to produce better painting and sculpture, the sociologist, educators, doctors, real estate men, business men, politicians, economists will have to make an important contribution towards the shaping of that environment. There seems to be a general agreement on the desirability of improving this physical environment of today. We all seem aware that our cities are not much to be proud of, and that there certainly is room for improvement. This is more noticeable in the central areas of our cities than anywhere else. For many years the problems of large-scale redevelopment of central sectors in our cities have been dodged by real estate men, economists, city planners and architects. Conscious of the physical difficulties and the high costs involved, the ostrich attitude was the only general response to the pressing demands of a few specialists to do something about the congestion and decay of the heart of our cities.

City planners in general went suburban, taking the attitude that the best one could do about cities was to devise ways of getting out of them as fast as possible and commuting to ever-greater distances. People were supposed to go to the center of the city only when they could not avoid it and were supposed to get out of it as soon as they were through with their work there.

In consequence of this attitude of mind, beautiful parkways and bridges were built and better suburbs prospered, while the central sectors were left to develop without plan; and congestion and blight continued to increase.

Living conditions in these central areas will have to become still considerably worse before radical measures are taken to improve them. But, in the last few years, a greater interest is shown in attempting to put through some important redevelopment schemes; and this is encouraging, as things seem to be moving at last in the right direction.

The younger generation of planners and architects has a more courageous attitude towards this problem of the re-planning of central areas than the previous generation had. That generation reacted against the problems of big cities by proposing decentralization as a general panacea.

Skyscrapers had become sources of troubles and congestion, and people did not consider that the real trouble was not caused by the skyscrapers themselves, but by the fact that the city had not been replanned to permit such buildings—as the old, inadequate street system could not take the new means of transportation, and as the rapidly increasing demands for parking space were not met by any efficient measures to provide them.

These central sectors cannot be good business propositions if living conditions in those sectors become impossible and traffic congestion paralyzes movement. Figures show today that congestion of traffic in central sectors has been increasing rapidly since the last war, and this will finally produce a decrease in land values—as commerce and offices are moving out of these central sectors. Short-sighted speculators will finally discover that they have a very difficult problem on their hands and they will tend to move their activities and interests toward other sectors.

You may all have heard arguments in favor of the disappearance of big cities frequently supported by distinguished architects and planners. I happen to disagree with them, and I will tell you why. I have faith in the future of our cities because I have faith in our culture and our cities represent our cultural heritage. Man's knowledge has been shaped in the hearts of our cities, and it is difficult to visualize this great country, for example, without its large metropolitan centers.

If we believe in the progress of our times and the contribution that it can make towards a better environment, we have to believe that these city centers will be transformed and improved—and not abandoned to an increasing process of decay.

In spite of all their shortcomings, the cities of today are in many ways better than those of the past. Their water supplies, sewage systems, hygiene, street paving and lighting, food storage systems, supply systems, etc., do credit to our times. Why cannot our generation, then, make these cities more human and more beautiful? Should we now, with all the means at our disposal, have to conclude that our cities cannot parallel in beauty those of other periods—when humanity was living through difficult times, when illiteracy was rampant, when plagues were decimating entire populations, and when man's physical force was the only one at his disposal?

One factor I believe is lacking today for undertaking this great task of redeveloping the centers of our cities, making them better and more beautiful places in which to live and work. This factor is faith in a better future. The materialistic attitude of our days has made us forget that our cit-

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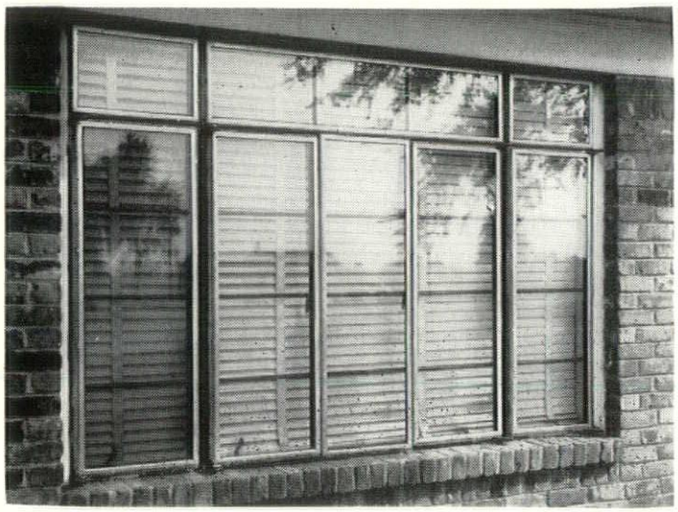
JOSE LUIS SERT was a recent speaker before the Detroit Chapter, A.I.A. and the Metropolitan Art Association, and this article is from his manuscript of that lecture. A native of Spain, Mr. Sert was educated abroad and he worked with Le Corbusier and Pierre Janeret in Paris. He was professor of City Planning at Yale, and in 1953 he was appointed Dean of Harvard's Graduate School of Design.
With representatives of many countries, he was a consultant on the United Nations buildings in New York in 1952.



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ies are built not only with steel, concrete, brick, mortar and fine highways, but that the first raw material is the spirit of enterprise the faith and courage of the people. The past generation in this country was a generation of builders and had the courage to make great mistakes—but you can only make great mistakes when you attempt to do great things. Our greatest mistake today in city planning is timidity and lack of courage and confidence in the future. Fear was never a good planner and a good plan—or even a bad one—in its final stage is a three-dimensional statement. To plan is to affirm. Any statement requires courage and conviction.

What the architects and planners will do towards the improvement of the central sectors of American cities and our physical environment in general will have an enormous impact everywhere in the world in the coming years, as the eyes of technicians in all countries are turned towards America, and good examples will be followed as well as bad.

The architects and planners, working jointly with other technicians, can make an important contribution toward the redevelopment of central sectors. As a profession we should have the courage to meet the planner, the economist, and the real estate promotor in this job. It is in this field of redevelopment of the central areas that the greatest challenge for the planner and the architect lies. Too many architects have been contented to design isolated buildings, forgetting that, no matter how beautiful these buildings may be, they form part of their environment and, if the environment as a whole is not improved, the architect's work will be of no great consequence.

A good building, if it stands alone in a decaying city, will rapidly follow the process of decay of the surrounding areas. If the area as a whole is re-planned and the building is part of that re-planned environment, it will live longer and age better. Today the activities of the planner and the architect are too far apart in the physical planning of the central areas. The physical planning of the central areas is the most important common meeting ground of the city planner and the architect but it is still a no-man's land.

In the hearts of many old cities you find places of great beauty and harmony. This is not always due to a particular outstanding building but to the happy grouping of several buildings and to the good treatment of open space—and basically to the planning and organization of the whole, which constitutes a visual unit.

Those groupings were designed for the pedestrian. They are all on pedestrian scale, to be used and enjoyed from within and to be lived in. They are civic landscapes, man-made artifacts.

Of course you will all say, "What use can they be to us today, in this time of automobile transportation and technical progress? What relation have they in scale, character and complexity to our requirements? I will try to tell you what I believe they teach us as architects and planners.

The lesson we can learn from the cores of many old cities is a lesson in human scale and balance resulting from harmony and beautiful proportions. In the best examples there is no false pretense of monumentality in the academic sense; people can recognize their friend, or admire a beautiful woman across the square or promenade, without the aid of a telescope.

Those cores were meeting places designed on the human scale, and the main functions of such places was precisely to offer facilities for people to gather, to get together—which is made very difficult today, when our squares have become congested crossroads where office workers and shop-girls have to risk crossing traffic lanes to get a sandwich at noon, or stand on the sidewalks (weather permitting), waiting for the time to go back to work.

I know that some of you will comment that times have now changed and that life in American cities is different: that today we have movies, radio, TV, and other amenities. This is true but you will have to recognize that, in spite of all this, the central sectors are inhuman and people constantly protest against the prevailing conditions. Their redevelopment on a new basis cannot ignore the human factor. That the people have taken all these nuisances does not mean that as soon as you can give them a choice between the civic cores as they are today and a re-planned and humanized city, they would definitely choose the latter. I have seen Americans living in many different cities, and I remember a group in Paris, in the Cafe' de Flore, that was always the first to arrive and the last to leave. I have seen, again, in the past few years many Americans enjoying the sights of beautiful squares and promenades in Italy and France, and I do not doubt that they would welcome the development of such elements in the new plans of our cities at home.

The new redevelopment of sectors in our cities should be first determined by a master plan. It is this master plan which should fix their character, size and limits. This it should do at the same time it proposes a classified street system for the city as a whole that will be designed to take the motorized traffic of the coming years and to take into consideration all its requirements and possible increases.

The main arteries of traffic will be dividing lines between the different sectors. This concept is opposed to the Renaissance idea of the street, which still prevails today and is sanctioned by our building codes. The ideal street of the Renaissance, with its symmetrical regularity, makes no sense today as a traffic artery; it was designed for pedestrians.

Once our cities are properly re-planned, we should be able to reach each of these sectors easily through traffic arteries and from these, by service streets, to the main parking areas or garages. At these points we leave our cars and should then find in the re-planned sectors agreeable, short distances that can be covered on foot, to various buildings and open spaces in the areas especially reserved for pedestrians and designed as plazas and promenades to be enjoyed by them. The scale of these pedestrians walks should be agreeable and not monumental. The human step is their measure and it is the same now as it has been through all times, and so is the visual angle. These factors have not been changed by mechanization or progress, they are part of man.

In planning these redevelopment sectors, no matter how modern they are to be, we should not forget these basic facts: that the new visual grouping of buildings and open spaces will be new in program, materials, building methods, and equipment, but will still have to be congenial to man and to nature. Balanced and animated, they should re-instill in the hearts of our cities that which the fake monumentality of academic planning ignored and those factors which short-sighted speculators and uncontrolled mechanization have destroyed: the beauty that can be achieved only by good planning and good architecture —and the good proportions and rhythms which, though expressed in the language of today, are based on these same eternal factors that have had an emotional meaning to man through the ages.

We have many examples of academic planning disguised as modern, where the spirit of the plan as a whole has not changed and only the outer skin of the building has been modified by replacing stone and brick with aluminum and glass. The big, axial group and the scale-less open areas —forbidding in their size and not designed for pedestrians—still prevail in many so-called "modern" plans.

As a profession we should claim the role that is ours in the reshaping of our environment. For this, we will have to work with city planners, engineers, landscape architects and other specialists. But it is the right of the architect to make the greater contribution to the physical planning phase. We cannot limit ourselves to dress up the monstrosities imposed by outmoded building codes and arbitrary zoning laws. These codes and laws, (the majority of them), ignore the elementary principles of urban design, they are artificial barriers that are blocking good redevelopment design in the majority of our cities. They are man-made barriers and should be removed. As things stand today, we have an architecture of street fronts, every code takes the old concept of the street as a basis. Absurd set back regulations resulting from such codes, the tolerance of "ventilating" and "lighting" counts in high buildings, the outmoded requirements in wall thicknesses and fire exits, the lack of provision for parking facilities, the ignorance of the advantages of new material and new building methods when they contradict the dated rulings of those codes, and the passive attitude of authorities and public that continue to tolerate these abuses and barriers to progress by maintaining these codes, put urban architecture in a straight jacket, limit the function of the architects to mere routine work and a continuous repetition of cliches. What we stand for is not luxury—which our business-minded times can do without. Man needs human, beautiful surroundings, and architects and planners are needed to help create this new environment. It is up to all of us—and most especially to the younger generation of planners and architects—to make these facts clearly known to the citizens as a whole.

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COST PER CUBIC FOOT IN CENTS

Classification of Buildings	Aug. 1915	Aug. 1920	Feb. 1 1925	Jan. 1 1930	Jan. 1 1931	Jan. 1 1932	Jan. 1 1933	Jan. 1 1934	Jan. 1 1935	Jan. 1 1936	Jan. 1 1937	Jan. 1 1938	Jan. 1 1940	Jan. 1 1941	Jan. 1 1942	Jan. 1 1943	Jan. 1 1944	Jan. 1 1945	Jan. 1 1946	June 1 1946	Jan. 1 1947	Jan. 1 1948	Jan. 1 1949	Jan. 1 1950	Jan. 1 1951	Jan. 1 1952	Jan. 1 1953	Jan. 1 1954	Jan. 1 1955
FACTORIES AND WAREHOUSES:																													
Fireproof (Under 300,000 cu. ft.)	.14	.31½	.23	.22	.16½	.15	.14	.16	.16½	.19	.21½	.25	.25	.28	.30	.31	.32	.34½	.35	.37	.41½	.45	.49	.50	.53	.55	.59	.62	.64
Fireproof (Over 300,000 cu. ft.)	.12½	.29	.22	.21	.16	.14½	.12½	.14	.15	.17	.20	.21	.23	.25	.26	.27½	.28½	.31	.32	.34	.38	.41	.45	.46	.48½	.50½	.54½	.58	.60
Mill Construction	.10	.22½	.16	.15½	.11½	.11	.10	.11½	.12	.14	.16	.17	.16	.17	.18½	.20	.21	.23	.24	.25	.27	.31	.33½	.32½	.35	.36	.38	.40	.41
Ordinary	.09	.21	.14½	.13½	.10	.09½	.08½	.09½	.10	.11½	.13	.14	.13½	.16	.17½	.19	.20	.21½	.22	.23	.24½	.28	.30	.29½	.32	.33	.35	.36	.37
Frame	.07½	.17	.11	.10	.07½	.07	.07	.08	.08½	.10	.11	.10	.09	.12	.14	.15	.15¾	.17½	.18	.19	.21	.24	.26½	.26	.28½	.29¾	.31	.31	.31
STORES:																													
Fireproof	.23	.52	.40	.38½	.30	.29½	.26	.30	.31	.35½	.39	.42	.42	.46	.50	.53	.55	.59	.60	.64	.67½	.74	.80	.81	.85	.88½	.95	1.01	1.04
Ordinary	.16½	.37½	.26½	.25	.20	.19	.16½	.20	.21	.24	.26½	.22	.26	.29	.31	.34	.36	.39	.39½	.41	.44	.50	.54	.53	.57	.59	.62	.64	.65
Flats (Above Ordinary)	.22	.48½	.29	.27	.22	.21	.18½	.21	.22	.25	.28	.25½	.24½	.27½	.29½	.33	.35	.38	.40	.41½	.45½	.52	.56	.55	.59	.61	.64	.66	.67
Ordinary without Basements	.....	.....	.19	.17	.14¼	.14	.12	.14	.15	.17	.19	.16	.17	.20	.22	.24	.25	.26	.26½	.27½	.30	.34	.37	.36½	.39	.40	.42	.44	.45
MARKETS:																													
Ordinary without Basements	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.13	.14½	.16	.18	.19	.20½	.21	.22	.25	.28	.30	.29½	.31½	.32½	.34	.36	.37
CHURCHES AND THEATRES:																													
Fireproof	.18	.40½	.36	.35	.27	.26	.22½	.26	.27	.31	.35	.38	.42	.50	.54	.56	.58	.63	.64½	.68	.72	.75	.81	.82	.87	.90¾	.95	.99	1.02
Ordinary	.15½	.35	.27½	.26	.20½	.19½	.18½	.21	.22	.25	.28	.31	.30	.35	.38	.42	.44	.48	.49	.51	.55	.60	.65	.64	.69	.71	.74½	.76	.77
OFFICE BUILDINGS:																													
Fireproof	.30½	.68½	.52	.50	.39	.37½	.32½	.37½	.39	.44½	.50	.55	.54	.59	.64	.67	.69	.74¾	.75	.78	.85	.95	1.03	1.04	1.10	1.14½	1.22	1.27	1.31
Ordinary	.22	.48½	.33½	.32	.25	.24	.21½	.25	.26½	.30	.33½	.36	.32	.37½	.40	.43½	.46	.50	.52	.54	.59	.67	.72	.71	.77	.80	.84	.85	.86
HOTELS:																													
Fireproof	.33½	.75½	.57	.56	.42¾	.42	.37½	.43	.45	.52	.58	.60	.59	.64	.69	.72	.74	.80	.82	.85½	.92	.99	1.07	1.08	1.15	1.19½	1.27	1.33	1.37
Ordinary	.29½	.66½	.34	.31	.25½	.24	.21½	.25	.26½	.30	.34	.34	.32	.37½	.40	.45	.47½	.51¾	.53	.55	.58½	.66	.71	.69½	.75	.78	.82	.84	.85
SCHOOLS:																													
Fireproof	.22	.48½	.43½	.40	.32	.30	.27	.31½	.33	.38	.42½	.45½	.45	.50	.54	.56	.58	.63	.64½	.67½	.73	.82	.89	.90	.95½	.99	1.05	1.09	1.12
HOSPITALS:																													
Fireproof	.32	.72	.43½	.45	.32	.32	.27¾	.32	.33½	.38½	.43	.60	.60	.66	.71½	.72½	.74½	.80¾	.82	.85¾	.88½	.98	1.06	1.07	1.14	1.18½	1.26	1.32	1.36
ALL STEEL BUILDINGS:																													
Under 20,000 cu. ft.	.12	.25	.14	.13	.11	.11	.10	.11½	.12	.14	.16	.17	.14	.15	.16	.16½	.17½	.19	.19½	.20½	.22	.24½	.26½	.27	.29	.30	.32	.33	.34
20,000 to 100,000 cu. ft.	.08	.18	.12	.10½	.10	.10	.09	.10	.10½	.12	.13	.14	.12	.14	.15½	.16	.17	.18¼	.19	.20	.21½	.24	.26	.26½	.27	.28	.30	.31	.32
Over 100,000 cu. ft.	.06½	.14	.10	.09	.07	.07	.06½	.07	.07½	.08½	.09½	.10	.10	.11½	.12½	.13	.14	.15	.16	.17	.18	.20	.21½	.22	.23½	.24½	.26	.27	.28
APARTMENTS:																													
Fireproof	.35	.78	.52½	.50	.39	.37½	.34	.39	.41	.47	.52	.55	.55	.59½	.64	.67	.69½	.75	.77	.81	.87	.96	1.04	1.05	1.12	1.16½	1.24	1.29	1.33
Protected	.29½	.66½	.46	.45	.34½	.34	.30	.34½	.36	.41	.46	.48	.45½	.50½	.55	.57	.59	.64	.65½	.68¾	.70	.77	.84	.84	.89	.92	.97	1.00	1.02
Brick (Ordinary)	.28	.63	.32	.29	.24	.23	.22	.25	.26½	.30	.33½	.44	.36	.41	.44½	.47	.49¾	.54	.56	.58	.62	.71	.77	.75	.81	.84	.88	.89	.90
Brick (Veneer)	.24	.54	.30	.28	.22½	.22	.21	.24	.25½	.28	.31	.31	.25½	.31	.34	.36½	.38	.41	.43	.45	.48	.55	.59½	.58	.63	.65	.68	.69	.70
RESIDENCES:																													
Brick (with 12" basement wall)	.30½	.68½	.46	.44½	.34½	.33½	.25½	.29	.31	.34	.38	.36	.32	.36	.40	.45½	.46	.50	.52	.54½	.59	.67	.72	.71	.77	.79	.82	.84	.85
Brick (1-Story with 8" Basement walls) not over 18,000 cu. ft.																	.36	.39	.40	.43	.46	.52	.56	.55	.61	.62½	.65	.66	.67
Brick (Veneer or Stucco)	.24	.54	.32½	.30½	.24	.23	.22½	.24½	.25	.27	.30	.30	.27½	.31½	.35	.37	.37	.40	.42	.44	.47	.53	.56	.55	.59½	.61½	.64	.66	.67
Brick (Veneer or Stucco) 1 Story	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.23½	.30	.33	.36	.....												
Brick (Veneer or Stucco) 1-Story not over 18,000 cu. ft.																	.35	.38	.39	.41	.44	.50	.54	.53	.57½	.59½	.63	.64	.65
Frame	.21½	.48½	.26½	.24	.20	.19	.19	.21	.21½	.23	.26	.24	.19	.25	.28	.31	.32	.36	.37	.39	.41	.47	.50	.48½	.52	.54	.57	.58	.58
Frame (Not over 25,000 cu. ft.)	.....	.....	.....	.20	.15	.15	.14	.16	.17	.19	.21	.21	.18	.23	.24	.30	.....												
Frame (1 to 1½ Stories) not over 18,000 cu. ft.																	.31	.34	.36	.38	.39	.45	.49	.47½	.51	.53	.55	.56	.56
Cinder Concrete Block	.....	.....	.39	.37	.29	.28	.22½	.26	.27	.31	.35	.35	.30	.34	.38	.42	.43	.46	.47½	.50	.51	.58	.62	.61	.66	.68	.71	.73	.74
Cinder Concrete Block (1-Story not over 18,000 cu. ft.)																	.34	.37	.38	.40	.42	.47	.52	.51	.56	.58	.60	.62	.63
GARAGES:																													
Gas and Service Station	.....	.....	.....	.....	.....	.....	.21½	.25	.26½	.30	.34	.36	.35	.42½	.45	.48	.48	.50	.53	.59	.65	.67	.72	.73	.78	.81	.86	.89	.91
Fireproof	.....	.30	.23	.23	.17	.17	.15½	.17½	.18	.21	.23½	.25	.25	.28	.30	.31	.32	.34½	.35	.37	.41½	.45	.49	.49	.52	.54	.58	.62	.64
Mill Construction	.....	.20	.15	.13½	.11	.11	.10	.11½	.12	.14	.16	.17½	.15	.18	.19	.21	.22	.24	.25	.26	.27	.31	.34	.33	.35	.36½	.38	.40	.41
Ordinary	.....	.17	.13½	.13	.10	.10	.09	.10	.10½	.12	.13	.14	.13½	.15	.16	.17	.18	.19½	.20	.21	.23	.26	.28	.27½	.30	.31	.32	.34	.35
Frame	.....	.14	.10	.09	.08	.07	.06½	.07½	.08	.09	.10	.11	.08½	.10½	.11	.12	.12½	.14	.15	.16	.17	.19½	.21	.20	.22	.23	.24	.25	.25
SHEDS WITHOUT HEAT:																													
Enclosed Without Floor (Frame)					.04¾	.04½	.04	.04½	.05	.05½	.06	.05½	.05	.06	.06½	.07	.07½	.08	.08½	.09	.10	.11	.12	.11½	.12½	.13	.14	.14	.14
Enclosed (Frame)					.06	.06	.05	.06	.06½	.07	.08	.08	.07	.08	.09	.10	.10½	.11½	.12	.12½	.13½	.14½	.15½	.15	.16	.16¾	.17½	.18	.18
Enclosed (Ordinary Construction)					.09½	.09¼	.09	.09½	.10½	.12	.13	.14	.10	.11½	.12½	.14	.15	.16	.17	.18	.19	.20	.21½	.21	.22	.22¾	.24	.25	.25
Enclosed Without Floor (Ordinary Construction)					.09¼	.09	.08	.09½	.10	.11½	.12½	.13	.09	.10	.11	.12	.13	.14	.15	.16	.17	.18½	.20	.19	.20½	.21	.22	.23	.23
Enclosed (All Steel)					.04½	.04½	.04	.04½	.05	.05½	.06	.07	.06	.07	.07½	.08	.09	.10	.10½	.11	.12	.13	.14	.14½	.15½	.16	.17	.18	.19
Enclosed Without Floor (All Steel)					.03½	.03½	.03¼	.04	.04	.04½	.05	.06	.05	.06	.06½	.07	.08	.09	.10	.10½	.11	.12	.13	.13½	.14	.14½	.15½	.16	.16
Open Shelter (Frame Construction)					.03	.03	.03	.03	.03½	.04	.05	.04½	.04½	.05	.05½	.06	.07	.08	.08½	.09	.10	.10½	.11	.10	.11	.11½	.12	.12	.12

Annually since 1915, the Detroit Real Estate Board has produced and distributed a schedule of unit costs employing cubical contents of buildings as the basis for determination of costs. The schedule, revised as of Jan. 1 1955, is presented herewith

The schedule of costs was produced primarily as a service to members of the Detroit Real Estate Board, as a guide in estimating construction or reproduction costs and as a possible guide to appraisers. Within recent years, scores of requests for copies have come from all parts of the United States and numerous trade publications have asked permission to publish the schedule. It has been and continues to be the policy of the Detroit Real Estate Board to authorize reproduction of the schedule by recognized trade publications and by banks, trust companies, insurance companies, building and loan associations, mortgage companies, appraisal organizations, etc., for the personal use of members of those organizations but no permission is given for reproduction of the schedule for sale Additional copies may be purchased from the Detroit Real Estate Board at 50 cents each

The willing and painstaking cooperation of the Department of Buildings and Safety Engineering in the preparation of this schelule is appreciatively acknowledged. In using this schedule, the rules established by Commissioner Joseph P Wolff and his department heads, should be observed. These rules follow:

"The cubical volume of a building for the purposes of determining the fees shall be measured as follows:

"From the outside of the walls and from the basement floor to the mean point of a pitched roof shall include all dormers, enclosed porches, pent houses, and other enclosed portions of a building, but shall exclude open porches

"In the case of buildings without basements, the measurements shall be taken from the ground line, and in the case of large buildings having deep foundations, the height shall be measured from a point below the basement floor by an amount equal to 1-5 of the depth of the foundation

"In the case of open shelter sheds and other open sheds, the volume shall be determined by measuring from the projection of the edge of the roof and from the ground line to the mean height of the roof."

The cost figures presented are presumed to represent the minimum cost at which a fairly good building of economic design, may be constructed under most favorable circumstances within the Detroit district. The costs contain architects' fees, contractors' profits and all general items of construction and equipment including plumbing and heating systems, elevators, incinerators, refrigerating systems, etc. Financing costs, however, are not included.

As bids of individual contractors may vary from 20% to 50%, so may there be a marked variance in the costs of similar buildings erected within a single area The quality of construction must be taken into account The schedule presented is based upon the cost of average construction. The costs might be lessened by inferior construction or substantially increased by superior construction. In all instances the schedule should be used to reinforce rather than to supplant the experience, information and judgment of the user.

Since 1915, the schedule has been prepared under like circumstances and based upon like factors. It may be assumed, therefore, to present a rather accurate picture of the movement of building costs in the Detroit area during the past 40 years.

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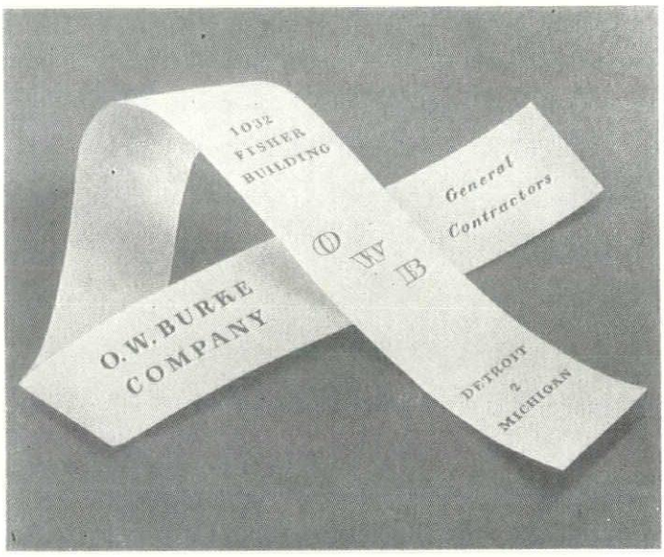

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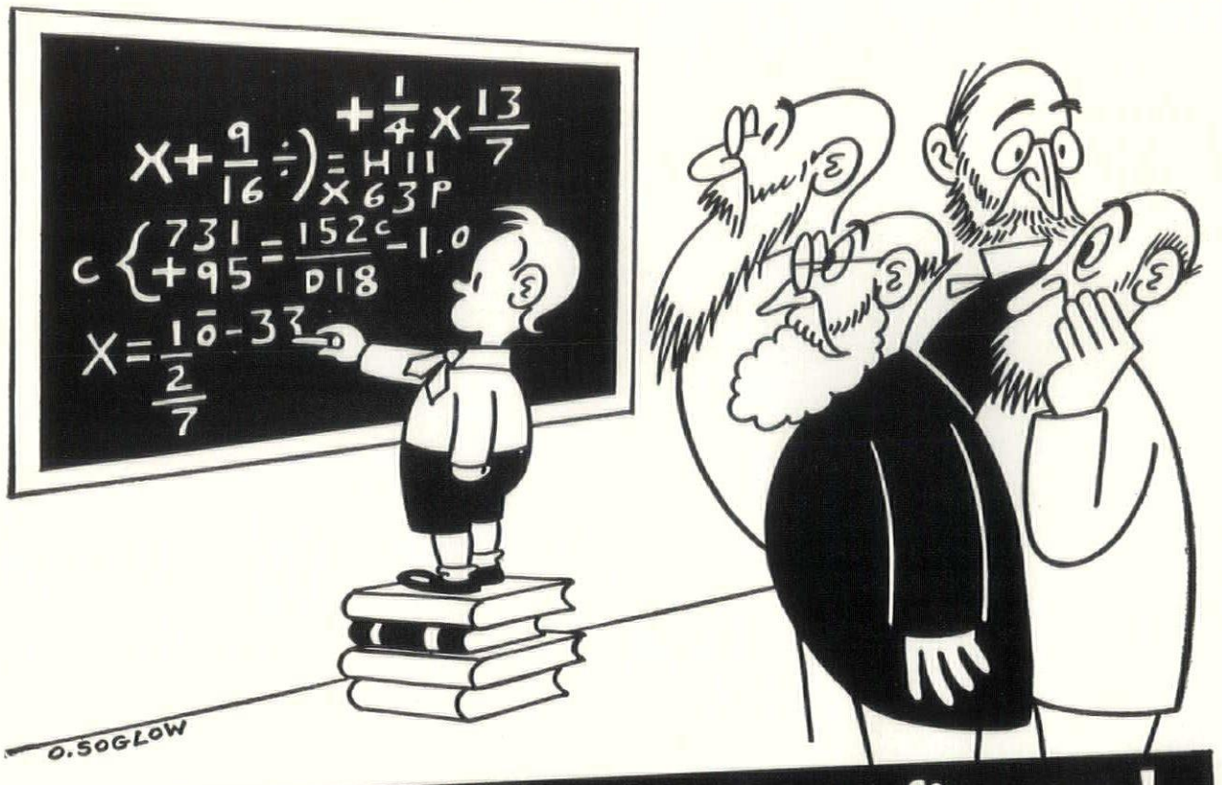

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- Sales in 1954 exceeded *all redemptions* in that year of matured E Bonds and unmatured E and H Bonds by more than $400 million—the highest net amount since 1949.

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products news

WILLIAM GILLETT, Vice-President and Director of Detroit Steel Products Company, newly elected national president of Producers' Council, made his first official speech to a joint meeting of the Michigan Chapter of Producers and the Associated General Contractors, January 10 at the Fort Shelby Hotel, Detroit.

This was the first time that the Michigan Producers were hosts to the Associated General Contractors. About 140 men were present.

Gillett said: 130 Manufacturers make up the National P. C. These are the "gilt edge segment" of the building products industry. While 130 is a small percentage of building products manufacturers in U. S. A., their output is largest. P. C. has membership in 23 trade associations, 36 local chapters and 3000 members. Budget is about $100,000.00 per year but members spend close to $500,000.

P. C.'s first objective is to "Sell quality building products—new objective: Co-ordination of building industry. Gillett spoke about the Caravan, said they had contracted for second Caravan for 1955 and were considering a third one to show products manufactured for Home Builders only—this in 1956. Councils' Joint Committees are now with PC-AIA—PC-AGC—PC-NRLDA—PC-NAHB. Publishing Lumber Dealers Counter Sales Book, Working with Mortgage Bankers and Modular Co-ordination.

Gillett cautioned: "Provide 'margin' between costs and sales to provide for research and development and educate public to necessity for such 'margin'." Cautioned: "While prognosticators are publishing optimistic news for 1955, we should look beyond 1955 and be a little cautious."

producers' council

calendar of coming events

FEB. 14—Mechanical Trades Night, Dr. George Cline Smith, Assistant Vice-President and Economist of F. W. Dodge Corp., Speaker, Fort Shelby Hotel, Detroit.

March 9-11—A.I.A. Convention, Statler Hotel, Detroit.

April—Open.

May 9—Business meeting and election of officers.

June—Open.

MARVIN J. BROKAW, district manager of F. W. Dodge Corporation, announces that contract awards for future construction in 1954 hit a record high dollar volume in total awards, and in all major classifications, according to Dodge Reports totals for Michigan.

The annual figure was $1,202,342,000, which was also 38 per cent above 1953.

Contributing totals, all records for any year, were nonresidential, $445,044,000, up 24 per cent over 1953; residential, $572,898,000, up 57 per cent; heavy engineering, $184,400,000, up 25 per cent.

December was the second highest for that month. The total, $71,959,000 was 1 per cent above November and 18 per cent above December 1953.

Individual December awards were: nonresidential, $30,328,000, up 46 per cent over November and 9 per cent above December 1953; residential, $38,602,000, down 16 per cent from November but 87 per cent above December 1953; heavy engineering, $3,029,000, down 36 per cent from November and 75 per cent from December, 1953.

THE LaSALLE BUILDING CORPORATION is a new organization formed by Howard F. Smith, Jr., and John F. Pagel, with offices at 6370 E. Davison Ave., Detroit 12: The telephone number is TWinbrook 1-7060.

The firm is distributor and erector of Stran-Steel building products, including framing, roof systems, cold-formed structural sections, flat and corrugated galvanized sheets.

BASIL HOWELL, General Production Manager of Devoe & Raynolds Co., Inc., Louisville, Ky., has been named the new president of Truscon Laboratories, Detroit, according to William C. Dabney, Devoe & Raynolds President. Truscon is a division of Devoe & Raynolds.

Mr. Howell has been with Devoe for eight years, and previously was factory superintendent for Truscon.

Truscon Laboratories manufacture and distribute paints, concrete admixes and floor treatments, with plant and executive offices at 1700 Caniff Street.

OWENS-CORNING FIBERGLAS CORPORATION announces the publication of an illustrated design data reference volume containing full data on every product in its extensive sound control products line.

The publication, "Fiberglas Sound Control Products," brings complete data on Owens-Corning's entire acoustical line, described as the most complete in the sound control field, together into a single volume.

The publication is organized to provide for architects and engineers, quick and complete data reference on all Fiberglas Sound Control Products and installation systems.

A selection guide covers all products with condensed description and data on usage, installation, standard sizes, relative cost and noise reduction, fire resistance and light reflection qualities.

Each product and installation system then is treated in greater detail in individual sections. Full page illustrations of ceilings made of each product in the Fiberglas line and photographs of typical installations provide a clear picture of how the products will look after installation. Illustrations also are used to supplement text on the variety of installation systems that can be used with Fiberglas products, including the new low-cost 'Ful-Spline" system.

In addition, the publication contains material on specifications and sound control concepts.

Fiberglas Sound Control Products include Textured Acoustical Tile; Perforated Acoustical Tile in both regular and random perforating patterns; Sonofaced Acoustical Tile with an easily cleaned film facing; the recently-introduced Stria, the grooved face of which has created vastly expanded opportunities for ceiling design; Acoutical Ceiling Board; Noise-Stop Baffles; Sonocor pads for use in perforated metal pan ceilings, and Acoustical Form Board.

The booklet can be obtained from the Owens-Corning Fiberglas Corporation, Toledo 1, Ohio, and from the company's sales offices and Fiberglas sound control applicators. Ask for Design Data AC6.A1.

N. W. HAMILL was reelected president of the Carpenter Contractors' Association of Metropolitan Detroit. Joe Bauer, of Whitcomb-Bauer Flooring, Inc., was elected vice-president, and other officers, retained for another year, are Wallace Dubey, treasurer, and Glen James, of the N. H. Malow Company, secretary.

Elected to serve on the board are Fred Freeman, of Freeman-Darling Company, and Charles N. Board, who, with Robert Van Zile, Lyle Eiserman and Charles Reisdorf, complete the board of directors.

JOHN "BAR HARBOR" MITCHELL of John L. Mitchell Co., one of Detroit's star building specialties manufacturer's representatives, has been wintering in Fort Lauderdale, Florida while his able sons, Jim and Bill, have been doing a land office business for their Dad while holding down the fort in Detroit.

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curtain wall goes to town

By Gardiner C. Vose, A.I.A.
Vice President
Moynahan Bronze Company

What is it that has caused such buildings as the United Nations, Lever Brothers and General Motors Technical Center to create a trend that has more or less set the pattern of contemporary design? I believe without fear of provocation, the answer is the elimination of masonry bulk by the use of smooth light curtain wall exteriors of aluminum and insulated panels.

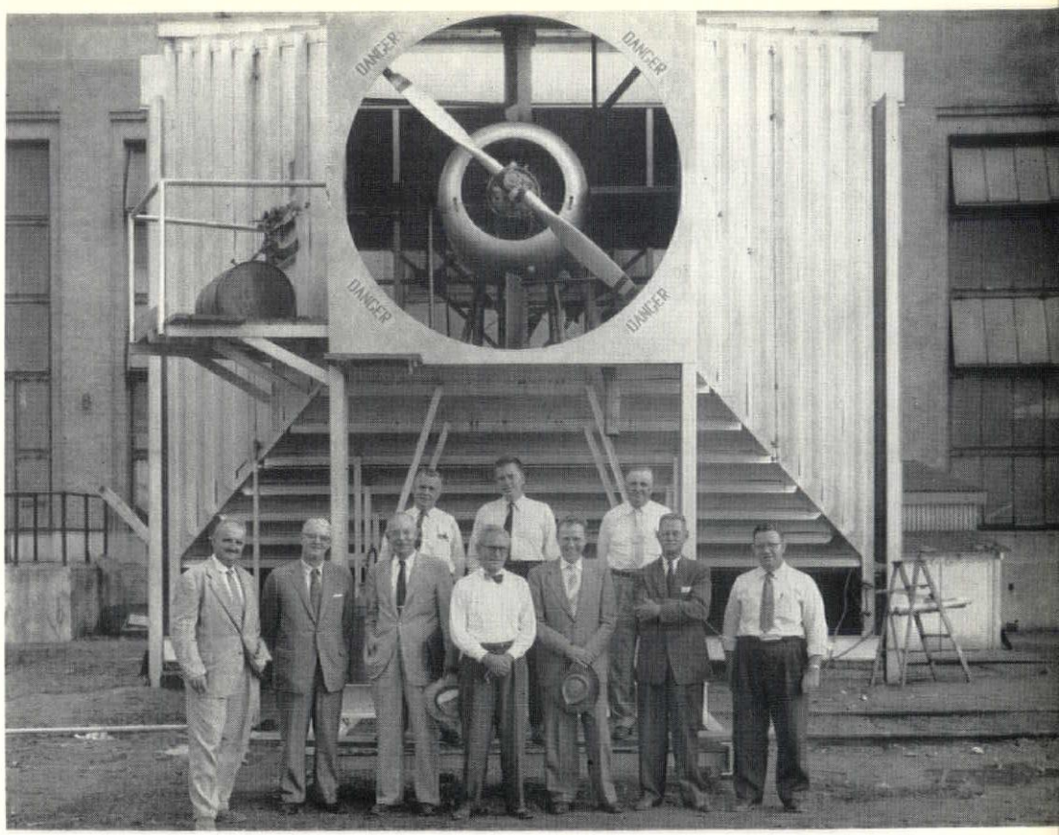
So much so has the new trend captivated the interests of the Architect and his client that it is now a rarity if any new building either on the design board, or under construction, does not somewhere on its exterior employ curtain walls.

The Romans and the Greeks employed thick masonry walls and columns of huge diameter, closely spaced, as their limited engineering knowledge dictated this for strength. Later, by engineering formulae, guess-work was replaced by known factors allowing for walls and columns of greatly reduced size. No longer do we refer to "Vignola" for the proper enthesis or proportions on our columns, we now want them as small and inconspicuous as possible. Is there any surprise then, that curtain wall with its minute structural appearance and smoothness is desired?

The Moynahan Bronze Company has, as Ornamental Contractors, produced during the last four years many types of curtain walls, no two of which have employed the same system. In some instances the frames have been fabricated entirely of aluminum while in others, steel has been incorporated as a core where the Architect has deemed it essential. Our experience has proven that by a slight enlargement of the aluminum extrusions, the use of steel is not required and the resultant appearance is much the better and the cost lessened.

Perhaps one of the greatest concerns to everyone, whether it be the Architect, the owner or the fabricator, has been making the curtain wall watertight. There is certainly justification for this concern, as many systems have definitely resulted in anything but leakproof walls. In an effort to overcome this fault we have experimented with different systems of caulking, rubber gasketing and aluminum stops. We have found that caulking compound is the most practical for glazing, while rubber is preferable for metal panels. The stops should be applied in a manner allowing for pressure application against the rubber gaskets.

Research has also taught us that a great percentage of leaks originate from movement in the aluminum extrusions due to expansion and contraction of the members in the framework. This is most prevalent in curtain wall where the framework on a multi-story structure is of continuous nature. This system should be avoided. The better solution is to design such that the wall can be erected from prefabricated units which may be stacked one upon the other and expansion and contraction arranged for both at the horizontal joint as well as the adjoining sides. This arrangement minimizes the movement of metal and greatly reduces the possibility of leaks, which may be due to gasket or caulking failures.



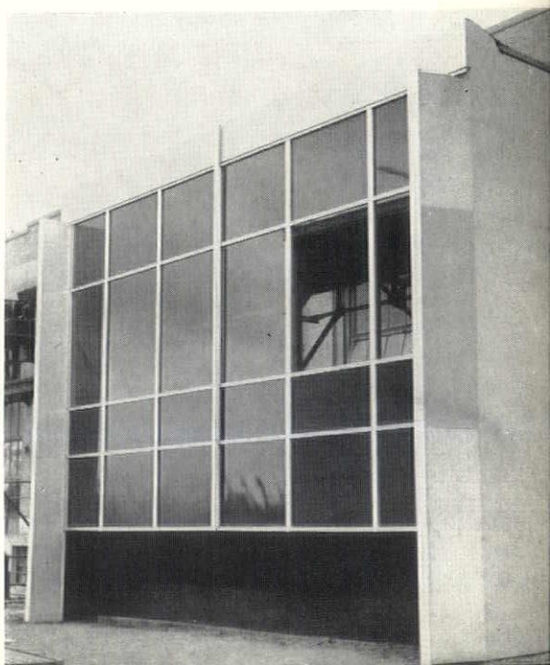
Group at inspection of wind tunnel mock up test for curtain wall for Central Staff Office Building, Ford Motor Company, Dearborn, Michigan. Left to right, front row: Reinhardt Bischoff, Skidmore, Owings & Merrill; E. F. Coveney and Herbert Schlesinger, Bryant & Detwiler Co.; R. G. Cudini, Moynahan Bronze Co.; Robert Posey, S. O. & M.; G. C. Vose, M. B. Co.; Edward Ellis, B. & D. Co. Back row: William Bloom, Ford Motor Co.; Charles Evans Hughes, III, S. O. & M., William Hope, B. & D. Co.

We have received many inquiries asking that we recommend ways to lower the cost of curtain wall. Our only suggestions in this regard are, eliminate some of the non-essential items, such as: steel, finishing of aluminum or alumiliting, never the essentials, some of which we have covered in the previous paragraph. We have produced installations satisfactorily for as low as $4.55 per square foot. This is of course less glass and panels, which may have more variables.

The largest curtain wall contract to date, we believe, we are now processing for the Ford Motor Company which is to be used on their Central Staff Office Building in Dearborn, Michigan for which Skidmore, Owings & Merrill are Architects and Bryant & Detwiler the General Contractor. The exterior of this building will have 300,000 square feet of aluminum, glass and porcelain enamel panels.

In order to establish beyond all reasonable doubt the water-tightness of the system to be employed in production, the Moynahan Bronze Company erected a full size mock up of one complete module outside our plant at Flat Rock, Michigan. The size of the experimental wall was approximately twenty eight feet wide and represented one and one third story height. Everything employed was identical to that which was proposed for the work. The entire surface was then subjected to a most rigid test to determine water-tightness. This was attained by means of an air tunnel that was set up approximately four feet from the wall. Through this tunnel, air and water was thrown at the entire surface area at a velocity of one hundred twenty miles an hour. Little or no moisture penetrated proving the soundness of the system.

Yes, curtain wall has gone to town and the Moynahan Bronze Company has gone with it. Our research engineering department is working constantly on improved methods, both from the standpoint of cost and soundness. This experience we gladly place at your disposal, to help where we may on your own particular problem.



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Food for the Michigan Central Restaurant is prepared in an efficient all-Gas kitchen. The gas-fired equipment includes 3 hotel ranges, 2 fryers, 1 hotel broiler and 1 salamander broiler. Gas equipment is preferred because it is fast, flexible and economical.

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architects in the news

california

STANFORD UNIVERSITY has instituted an unusual apprentice program for student architects to bridge the gap between school and profession.

The program is sponsored by the University's Department of Art and Architecture and the Coast Valley's Chapter of A.I.A.

Students may enroll for a non-credit course requiring that eight hours each week for a 10-week period be spent in the office of a member of the Coast Valleys Chapter. The program will be run on a trial basis during the coming winter and spring quarters at the University. Professor Victor K. Thompson is in charge of studies in architecture at Stanford.

SMITH, POWELL & MORGRIDGE is the new firm name of the company formerly known as Marsh, Smith & Powell, with offices in Los Angeles.

VICTOR GRUEN, A.I.A., architect, of Detroit and Los Angeles, was paid tribute by Dorothy Thompson in a national architectural magazine, wherein she cited the nation's shopping centers as examples of successful civic planning.

Writing of Northland, The J. L. Hudson Company's shopping center, for which Gruen was architect, Miss Thompson designates this project as more than a shopping center, and she states that it is by far the most ambitious of such mercantile centers in America or the world.

Miss Thompson adds:

"And it is as new as the twenty-first century. It is extremely practical, and it is perfectly beautiful. It is a model of enlightened planning, and of social cooperation—among merchants, architects, artists and civic-minded citizens—and it is entirely the creation of private enterprise; in fact, the creation of one great department store, J. L. Hudson Co., a family enterprise which is capitalized and financed to the tune of $25 million for no other reason than that much-deplored 'profit motive,' the capacity to think ahead, and the very human desire to create something admirable and worthy of repute."

illinois

UNIVERSITY OF ILLINOIS announces the twenty-fourth annual consideration of candidates for the Kate Neal Kinley Memorial Fellowship, which yields the sum of one thousand three hundred dollars to be used by the recipient toward expenses of advanced study of the Fine Arts in America or abroad.

It is open to graduates of the College of Fine and Applied Arts of the University of Illinois and to graduates of similar institutions of equal educational standing whose principal or major studies have been in **one** of the following: Music, all branches; Art, all branches; Architecture, Design or History.

Applications should reach the Committee not later than May 15, 1955. Requests for application blanks and instructions should be addressed to Dean Allen S. Weller, College of Fine and Applied Arts, Room 110, Architecture Building, University of Illinois, Urbana, Illinois.

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iowa

IOWA STATE COLLEGE, Department of Architecture and Architectural Engineering, announces a Conference for Architects, Clergymen and Interested Laymen on Religious Architecture, on February 8 and 9, 1955. An outstanding program is planned with architects, churchmen and specialists in church subjects. In charge of the conference will be Professors Donald McKeown, Lawton Patten and Richard McConnell, and for Engineering Extension, G. Ross Henninger.

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kansas

DEPARTMENT OF ARCHITECTURE, UNIVERSITY OF KANSAS will institute a $150 scholarship next spring from a gift made to the department by the Detroit firm of Albert Kahn Associated Architects and Engineers, Inc. The remainder of the gift of $200 will be given to the student chapter of the A.I.A. to be used for car expenses in transportation to the National Convention in June in Minneapolis, Minn.

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news

kentucky

MELBOURNE MILLS was elected president of the East Kentucky Chapter of the A.I.A. Selected to serve with him were William Wichman, vice president; Thomas P. Edwards, secretary-treasurer, and William A. Gray and Charles N. Bayless, directors.

COL. HENRY C. NEWTON was awarded the American Institute of Architects medal of The College of Fellows for "extraordinary distinction" in church architecture. Col. Newton is now director of instruction at the Armored School at Ft. Knox. His work in architecture started shortly after he served in World War I. He designed more than 135 churches in California before re-entering the military service in World War II.

louisiana

O. J. BAKER was elected president of the Baton Rouge Chapter of the A.I.A. Other officers elected were John Webb, vice president; Ken Landry, secretary; Clayton Smith, treasurer, and John Farrens, executive committee.

missouri

ST. LOUIS CHAPTER, A.I.A., members, for several weeks, have been enjoying themselves on TV and they hope the public have too. The program is designed to bring the meaning of architecture to the public, and has been very ably guided by Vincent Parks of the KETC staff. The program will be beamed to the public once a month.

new jersey

PRINCETON UNIVERSITY, School of Architecture scholars and fellows in the Graduate School will be appointed for the academic year 1955-1956 on April 1, 1955. The following scholarships, fellowships, and assistantships will be available:

Voorhees, Walker, Foley and Smith Fellowship	$2000.00
Emil Buehler Foundation Fellowship	1500.00
Lowell M. Palmer Fellowships (two or more) each	1100.00
Henry N. Young III Scholarship	500.00
D'Amato Prize	500.00
Assistantships in Instruction (two) each	1500.00
Assistantships in Research (three) each	1500.00
Advanced Fellowships	$1600.00-1800.00
Fellowships	1000.00-1600.00
Junior Fellowships	800.00-1100.00
Scholarships	600.00

The scholarships are restricted to graduate students in the School of Architecture. In addition, fellowships and scholarships of the Graduate School generally are available to students in the School of Architecture as follows:

Competition is open to qualified students in the United States and foreign countries. Applications for admission, with or without scholarship aid, should be forwarded to the Secretary. School of Architecture, Princeton University, Princeton, New Jersey, before March 1, 1955.

new york

ALBERT J. HEITMAN, of West Hempstead was elected president of the newly incorporated Long Island Society Chapter of the A.I.A. Others elected were Joseph Watterson of Mineola, vice president; John Nelson of Greenlawn, secretary, and Harold J. Grenne of Huntington, treasurer. New directors are Paul F. Jagow of Hempstead, Walter D. Spelman of Rockville Centre and Victor V. Martelli of New York City. The retiring president, Walter J. Brach of Lynbrook, has been elected a director to the state association.

VOORHEES WALKER FOLEY & SMITH, owing to the retirement of Max H. Foley, announce their new firm name of VOORHEES WALKER SMITH & SMITH. Associates of the new firm are: Maurice Gauthier, Joseph L. Hautman, Harry T. Gherardi, Charles L. Macchi, Charles Haines, Carlton P. Roberts, Frank J. Roorda, as junior partners and James J. Buckridge as Comptroller.

ohio

GORDON YAGER & DON RICHARDS were named winner in the Ohio Home Competition. The architect team received as first prize $1,000 and will receive another $500 after completing working plans on the home they designed to be constructed and placed on exhibit at the Cleveland Home and Flower Show, Feb. 26 - March 6, at Public Hall. Second prize went to Clyde Patterson and Robert Gaede. Third prize went to Robert P. Madison.

texas

SOUTHEAST TEXAS CHAPTER—Correction: In our December issue, it was stated that "Mike Mebane has been elected president of the Houston Chapter of the A.I.A. with Douglas Steinman, Jr., vice-president and treasurer; Lawrence Vidrine, two-year director. Douglas Steinman, Sr., is a holdover director."

This item should have read Southeast Texas Chapter, instead of Houston Chapter. Mr. Thompson McCleary is president of the Houston Chapter for 1955.

washington

JOHN S. VILLESVIK of Yakima has been elected president of the Central Washington Architectural Association. Also elected were Robert T. Anderson, vice president, and J. D. Kesterson, secretary-treasurer. Both are of Yakima.

died

JOHN W. AMES, 83, at his home in New York City on Dec. 17. Mr. Ames helped design the first buildings at Bennington College, dormitories at Smith College and buildings at Radcliffe and Simmons College.

JOSEPH M. BRIELMAIER, A.I.A., 76, in Milwaukee, Wis., Dec. 13. A nationally known architect who designed many churches, hospitals and school buildings in Milwaukee.

WILLIAM D. CROW, 82, in his home city of East Orange, N. J., on Dec. 26. A retired partner in the firm of Crow, Lewis & Wick of New York City, Mr. Crow was identified with the construction of several buildings on the Morningside Heights College campus of N. Y. University as well as many hospital buildings.

J. LOFTIN DOWNING, A.I.A., 63, in his home city of Henderson, Texas, on Dec. 19. His last professional work was plans for the new First Methodist Church of Henderson, and he was also architect for the new Henderson City Hall and Masonic Building erected several years ago.

MORTON H. LEVY, A.I.A., 64, well known Savannah, Ga. architect, on Nov. 30. Past holder of many important offices in local Jewish organizations, Mr. Levy was also prominent in fraternal and military groups. He was in his profession as an architect with Walter K. Kiley under the firm name of Levy and Kiley.

ROBERT D. LIPSCOMB, SR., A.I.A., 52, in his home city of Kilgore, Texas, on Nov. 9. He designed the new Sabine school building, the Center Chevrolet Co., and the Kilgore Federal Savings & Loan Assn. One of the last buildings he helped design was the new Kilgore Nurses Home.

WILLIAM MALLIS, A.I.A., 71, in Seattle, Wash. on Dec. 19. Mr. Mallis was a senior partner in the firm of Mallis & DeHart. one of the Pacific Northwest's foremost school architects. In his years of practice he supervised the preparation of plans for many of the major school buildings in the state of Washington. He was founder and a member emeritus of the local chapter of the American Society of Heating and Ventilating Engineers.

HERBERT E. QUIGLEY, 88, in his home city of Boise, Idaho, on Dec. 4. Mr. Quigley was one of the pioneer architects for Boise and was superintendent of construction of the Boise post office and of the main portion of the state capitol.

JOSEPH W. ROYER, 81, in his home city of Champaign, Illinois on Nov. 20. Mr. Royer designed many local buildings including the Champaign County Courthouse and the Urbana-Lincoln Hotel. He was a partner of the firm of Royer & Davis.

CATHERINE BAKER SLEEPER, 56, of New York City, in a New Haven, Conn. hospital, November 28, following a traffic accident, while with her husband, Harold R. Sleeper, F.A.I.A.

The Sleepers were co-authors of many books and articles on architecture and she also appeared with him on radio and television programs in the interest of the profession.

Talented and personable, she had many friends in the A.I.A.

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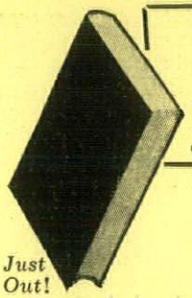

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bulletin board

MIT asked some of its distinguished grads for biographical sketches, and 78-year-old Irenee du Pont, class of '97, sent this:

"You have asked me to write a thumbnail sketch of my accomplishments, and though I have not become famous it is because I have not had a Boswell.

"First: I am a top-notch conservative. (a) I still demand the now old-fashioned gear change in my car, (b) I haven't a television, and (c) I haven't even gotten a divorce, after living for 54 years with the same wife.

"Second: I am unusually ultra precocious. (a) I attended the Philadelphia Centennial exposition of '76 six months before birth, (b) I was involved in a breach of the Sherman antitrust law beginning six years before my birth and twenty years before the law was passed, and (c) you have now convinced me that I was the youngest man in the class of '97.

"Third: As a golf player I am unique. You will recall that I won the championship of '97 at the 40th reunion, without handicap and with a score of 97 (probably because John Barleycorn influenced my competitors).

"Fourth: Productivity record is not too unusual. Irene and I have ten children. As a result we now have 34 grandchildren and two great-grandchildren, to say nothing of a daughter-in-law, seven stalwart sons-in-law, and five grandchildren-in-law. Isn't that enough?"

EVERYWHERE WE GO people keep telling us that Detroit has the prize architect. Of course, they are referring to Frank H. Wright, A.I.A.

Frank has a son, Lloyd Wright, A.I.A. The two use to practice together, just down the hall from us, and they had on the door, FRANK & LLOYD WRIGHT. Many peolpe calling at our office would say, "I see you have some very distinguished neighbors."

Frank and Mossie Belco, A.I.A., went to the MSA Midsummer Conference at Mackinac Island together, and when about to take the train on the return trip they had a little time to spare, so they went across the street to get a "cup of coffee." They still had time so this kept up for several visits—until they came out of the coffee shop to see the train pulling out. They ran like everything but couldn't make it. Frank sent a telegram to the next station requesting that the train be held, as they were coming by taxi.

They drove like mad and sure enough the train was waiting, but the conductor tried to get it under way without the new arrivals. Asked how come, the conductor said, "I thought we were waiting for Frank Lloyd Wright."

During the depression, Frank exchanged one of his pictures for some sardines, and later Frank's customer claimed he had been cheated. The picture, he said, was only a watercolor, while the sardines were done in oil.

ELMER MANSON, A.I.A., of Lansing, when recently elected President of the Michigan Society of Architects, received congratulations from many. In fact, the scene of the Annual Meeting was a hubbub. There seemed to be one stranger present—that is he was a stranger to Elmer.

Th stranger said, "Don't you remember me, Mr. Manson, I made your shirts," whereupon Elmer replied as quick as a flash, "Why, Mayor Shurtz, I'd have known you anywhere."

TED ROGVOY, A.I.A., Chairman of the Detroit Chapter's Committee on Civil Defense for 1954, submitted his annual report:

Lyall Askew brought to the Committee the information that alcohol had proved to be a good antidote for shock at the time of an air raid, and Ted added, "This led your committee to adopt the slogan, 'Dive for the Nearest Shelter, or take Shelter in the Nearest Dive'."

WALTER J. ROZYCKI, A.I.A., and his wife Adeline, of Grosse Ile, are the proud parents of a new son, Richard Raymond, born November 1, 1954. This makes a total of seven—four boys and three girls—bringing them up even with the C. Allen Harlans, of Birmingham, Mich.

Allen says he has five sons and each one has two sisters.

FRANK LLOYD WRIGHT—A great architect, a great showman. It is said that Isadora Duncan once proposed to him that it would be wonderful if the two could have an offspring in order to combine her beauty with his brains—but Mr. Wright rejected the proposal on the grounds that the kid might be born the other way around.

THE LATE ALBERT KAHN, F.A.I.A., was once asked by the building committee of the Church of St. Mary's in Redford (Mich.) to be the architect for their church. Mr. Kahn stated that his firm did not do churches but he recommended Ralph Adams Cram. The Chairman then asked if Mr. Kahn would serve on the church's building committee, and he agreed, and so wrote Mr. Cram.

Mr. Cram replied that he was amazed to hear that Mr. Kahn was a member of a building committee for a Catholic church, and he added, "can it be that you have changed your religion? If so, I am very happy to know."

WHAT THE ARCHITECTURAL PROFESSION NEEDS is a slogan. It was the late Will Rogers who once said this country couldn't have another war because it didn't have a slogan.

Maybe we need a singing commercial, a catchy tune that will stay with one long after the program is over.

BLANK CHAPTER'S Chairman of its Code Committee was asked to investigate a nudist camp nearby to see if the colony was in violation of any code matters.

He reported back that there wasn't a soul out there he could pin anything on.

TELEVISION is OK but it cuts down one's reading. We know an achitect who has on his desk a cardboard canister with a slot in the top, and a sign reading, "help stamp out TV."

A small boy said, "the people down the street have the funniest television, just talking, no pictures."

FISH STORY: A Texan was discussing with a northerner the size of fish they had caught, when the Texan said his biggest catch was fifteen inches. Upon being told that was not very big the Texan said, "down there we measure them between the eyes."

INFLATION is the order of the day. A friend went into a fruit store the other day and bought an apple—thirty-five cents. He returned and gave the cashier a quarter, saying he had stepped on a grape on the way out.

HILDEGARDE, entertainer par excellence, tells a cute story about some Frenchmen on a raft, with three cats, in the English Channel.
The raft went down **un deux trois quatre cinq.**

FOOTBALL SEASON being over, we pass on to you the definition of an atheist as given by one fan: One who attends a Notre Dame-Southern Methodist game and doesn't care who wins.

NOTE ON THE STATE OF BUSINESS: Our paper boy makes his rounds in a Cadillac.

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WHAT IS PUBLIC RELATIONS? It means everything you say or do . . . everything that has its effect on the public. GOOD public relations means that your organization must understand the public and that the public understand you. In addition, your organization must meet the needs of the public for the products or services you offer. In effect, GOOD public relations is based, mainly, on good actions plus effective interpretations of these actions.

WHAT IT IS NOT: It is not a cover-up for short-comings; it is not a propaganda campaign to disguise the facts; it is not a cure-all; it is not merely the creation of favorable press comments.

WHY SHOULD WE BE CONCERNED WITH PUBLIC RELATIONS?
Public relations is almost entirely concerned with attitudes of the public toward a product or service. Attitudes exist wherever there are people. People like, dislike or are indifferent toward our services or product. Thus our only choice is to decide upon how good our public relations will be. A formal program of public relations is constantly aimed at winning the highest order of public favor for our cause through adoption of sound organizational policies made understandable among all people.

IS PR A DEFENSIVE MEASURE? No. The object is to plan and establish a favorable atmosphere for your organization to operate. While occasions will arise when defense may be necessary, public relations programs must be positive and anticipate unfavorable situations. It must be employed in a preventive capacity.

HOW SHOULD IT FUNCTION? Since most performances of an organization and its members are based on policy, public relations thinking and action must function at the policy-making level. Policies must be interpreted properly among members of the organization before we can expect proper understanding and appreciation from outsiders. A PR program's success is dependent on the understanding and participation of those within an organization.

WHAT IS THE DIFFERENCE BETWEEN PUBLICITY AND PUBLIC RELATIONS? It is vital that ideas and organization actions be placed before the public in the most effective manner. This formal process for interpreting your organization is called publicity. However, problems of a public relations nature cannot be solved by merely producing favorable public comment. Public relations deals with the actions of your organization and publicity explains these actions. Obviously, truthful publicity aimed at winning public appreciation, must be based on good performance.

HOW DOES AN ORGANIZATION DECIDE THE PR AIMS AND PURPOSES? A public relations program is not formulated haphazardly. While experience might help us to anticipate to a degree what the need is regarding the public attitude, the consumer's thinking and the reasons for it must be properly gauged. Public relations activities should be conducted in this manner. Initial efforts must be based on evidence and on understanding of the areas of maladjustment between your organization and the public at large.

WHAT IS MEANT BY THE TERM . . . THE PUBLIC? In public relations activities there is no dealing with the general public. Instead we deal with "publics." Undoubtedly, your organization deals with many publics: legislators, employees, customers, members, patients, suppliers and others. Each public must be dealt with in terms of their own interests and attitudes. Relationships may be good with one public and poor with another. Relationships change.

HOW CAN PR GAINS BE MEASURED?
A sound PR program can exist only when accurate and periodic study is made of public attitudes. That is; what they expect, the difference between what they expect and what they get, chief sources for negative attitudes, are their comments true or false? What do they know about your services or products? Public relations direction is based on study and evaluation of public attitudes. Only by measuring these attitudes can we determine the progress of a PR program. Time on the air or inches of space in publications cannot be used as a yardstick.

WHAT IS THE ROLE OF A PR CONSULTANT? He will point out objectively, what public opinion demands, recommend a course of action and direct activities for interpreting adopted methods. He maintains contact with group leaders and opinion molders. He actively participates with policy-making groups among his clients and constantly aims at internal understanding through grass roots application of programs.

WHAT ARE SOME OF THE TOOLS OF PR? Opinion survey, group dynamics, direct and indirect communications (exhibits, speakers, radio, television, newspapers, trade publications, annual reports, etc.)

WHAT RESOURCES ARE NEEDED TO CONDUCT A PROGRAM? Even as a military leader must know all the elements of the problem before he can conduct an effective campaign, so your organization must conduct its program based on: knowing the real problems; well-conceived action for reaching objectives; inventory of manpower; funds and research.

ARE PR PROGRAMS INDICATED ONLY WHERE LARGE ORGANIZATIONS ARE CONCERNED? The basic philosophy of public relations reveals all organizations, regardless of size, should be concerned with their relationships among consumers, employees and other publics. As to costs and scope of program, these are determined by PR needs and objectives.

This article is reprinted from a folder issued by the Sunbeam Lighting Company, of 777 E. 14th Place, Los Angeles 21, Calif. It was brought to our attention by the Robert Zannoth Agencies, 406 McKerchey Building, Detroit 1, Mich., which agency serves the Sunbeam Company.

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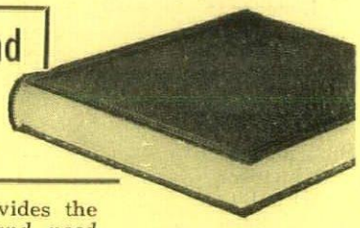

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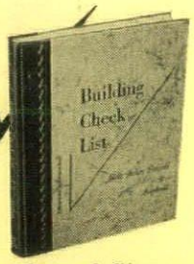

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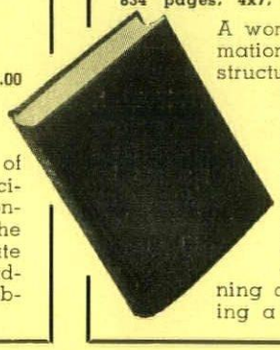

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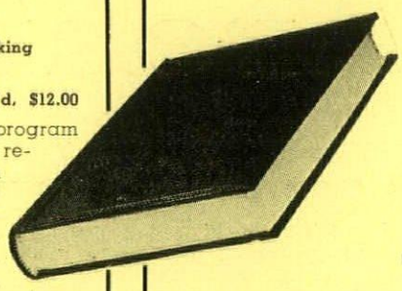

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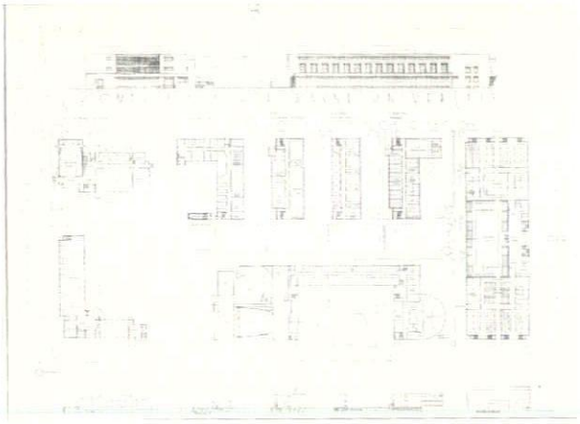

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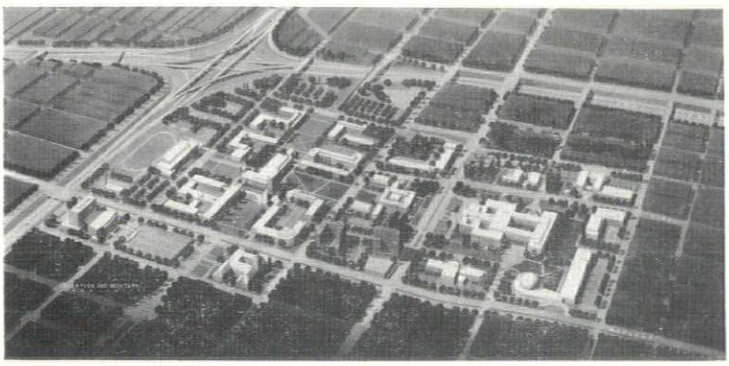

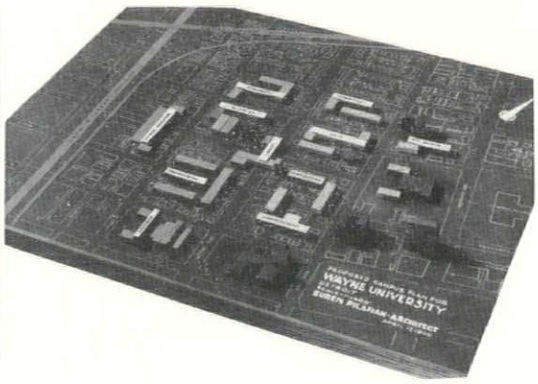

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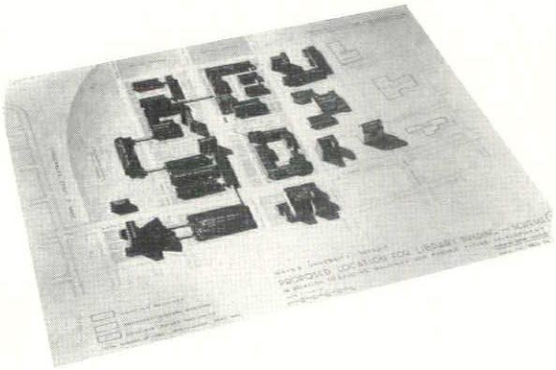
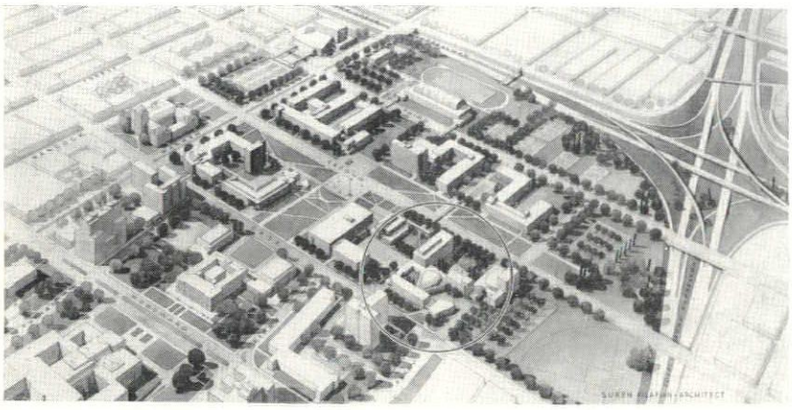
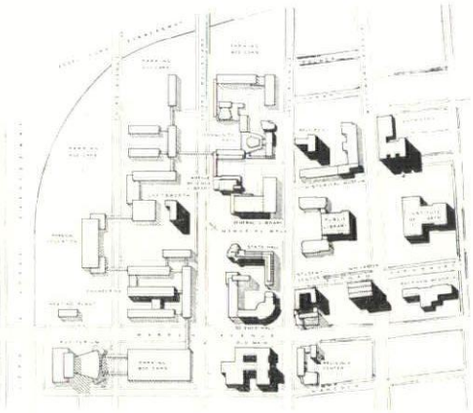


1950





1954

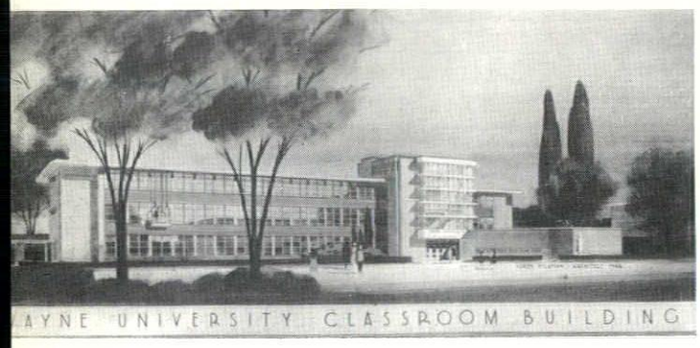
MASTER PLAN FOR WAYNE UNIVERSITY'S CAMPUS

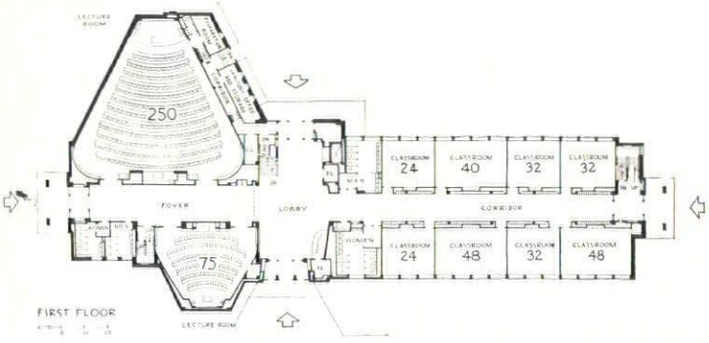
Its evolution over twelve years covers a growth from the three block (fifteen acres) campus plan selected in a state-wide architectural competition conducted in 1942 by the Detroit Board of Education, to a plan covering eighty-five acres adopted in 1946 and brought up to date with the development of each major building project undertaken since then.

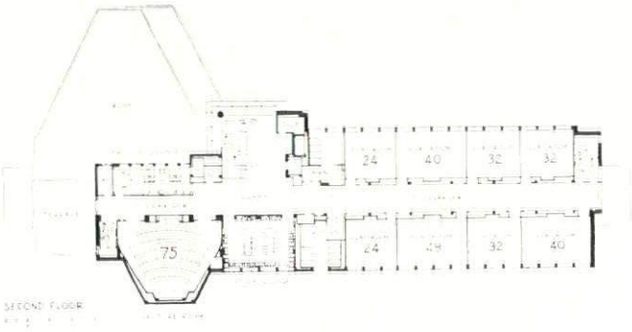
photographs by wayne university

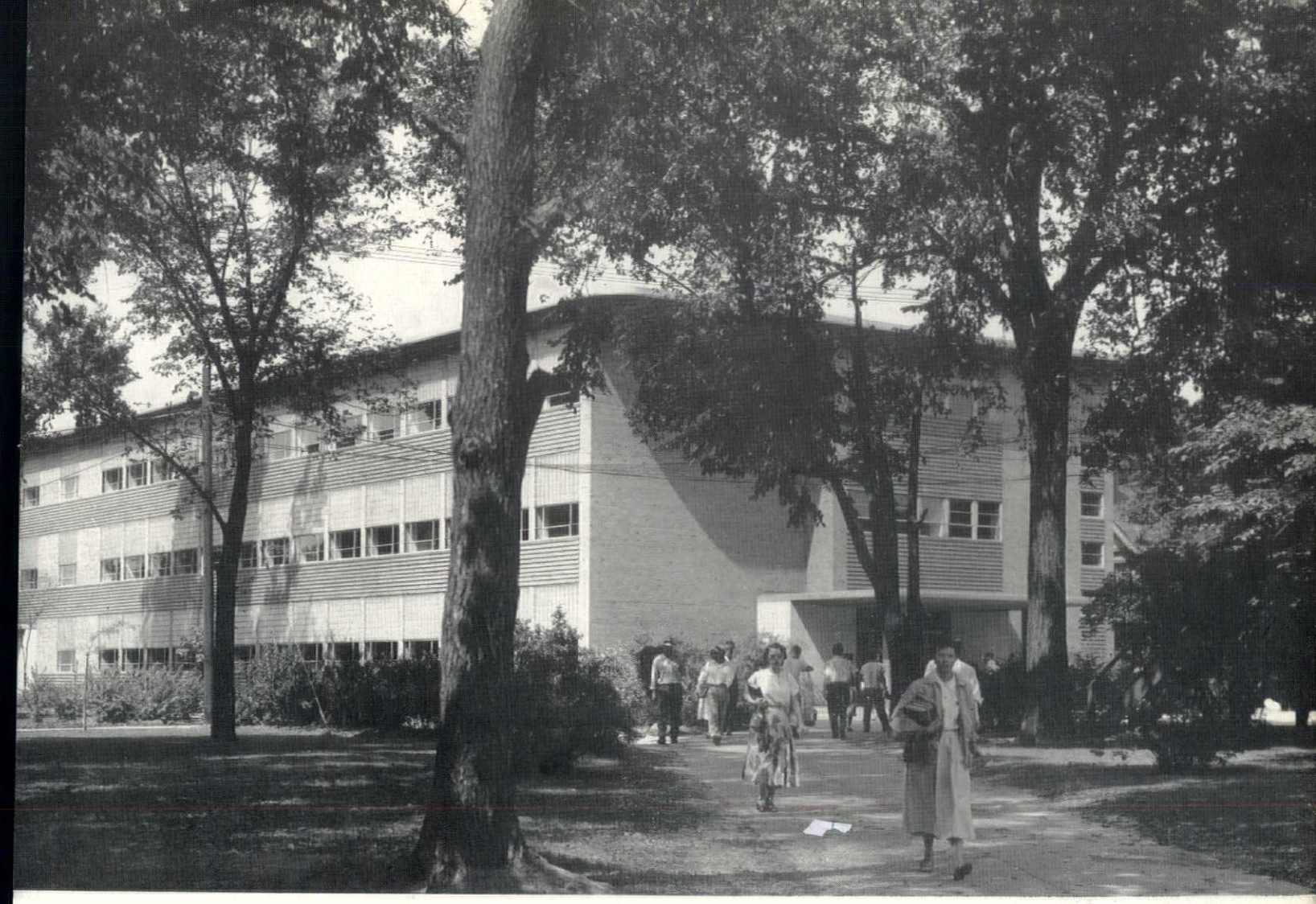
STATE HALL

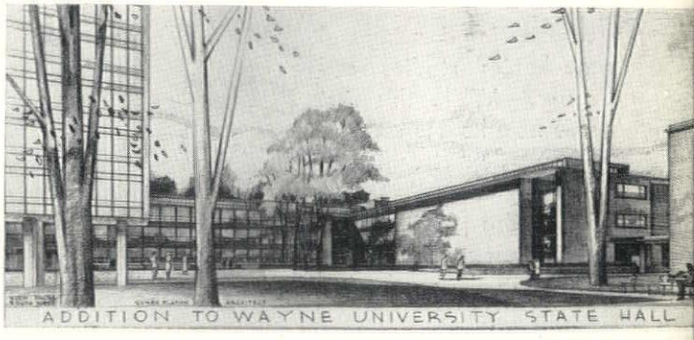
This first new building constructed especially for Wayne University and completed in 1948, was erected by the State of Michigan at a cost of about $937,000. It is a general classroom building containing thirty-two classrooms, lecture rooms and study lounges planned to be made available to all the colleges and schools of the University.


AYNE UNIVERSITY CLASSROOM BUILDING


LECTURE ROOM
250
CLASSROOM 24
CLASSROOM 40
CLASSROOM 32
CLASSROOM 32
MEN
FOYER
LOBBY
CORRIDOR
WOMEN
CLASSROOM 24
CLASSROOM 48
CLASSROOM 32
CLASSROOM 48
75
LECTURE ROOM
FIRST FLOOR

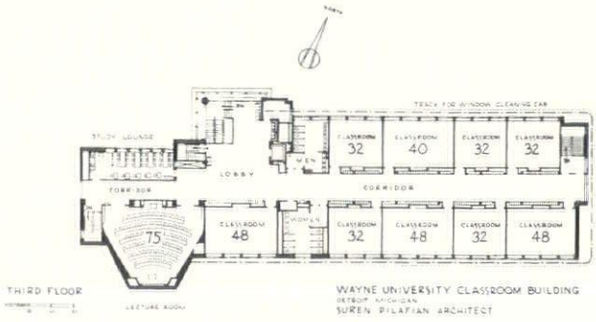

24
40
32
32
75
24
48
32
40
SECOND FLOOR



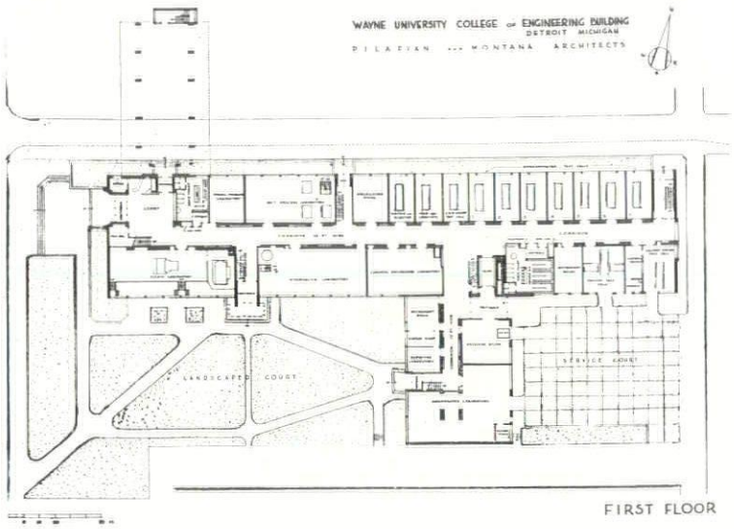


STATE HALL

wayne university



This building is the first unit of Wayne's southeast quadrangle serving largely the students at the junior college level. An addition has already been planned for it which will complete the northern and eastern boundaries of a landscaped open area screened from the noise and activity of the urban life around the campus—one of several such subcenters planned for the campus.



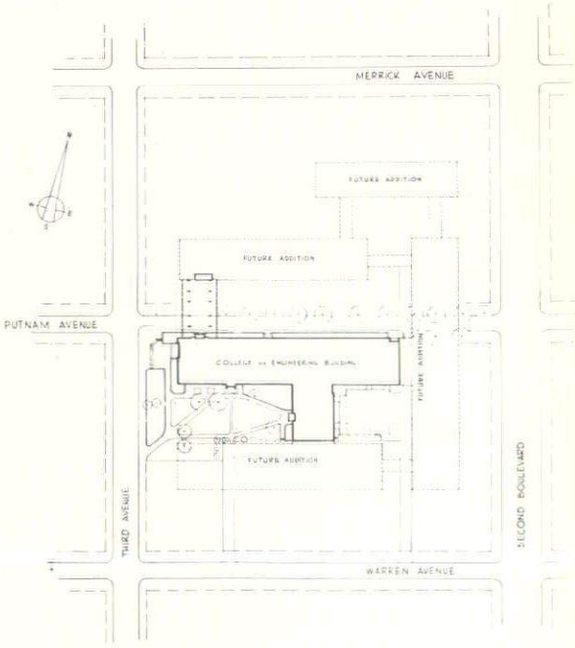
Completed in 1951 at a cost of about $3,000,000, this building is the first unit of a plant that ultimately will house departments of aeronautical, chemical, metallurgical, civil, electrical, mechanical and industrial engineering as well as engineering drawing and mechanics studios and shops. While this first unit now houses most of these departments, it was planned so that when the entire plant is completed, it would be devoted to the mechanical and industrial engineering department.

For the ultimate use of the mechanical engineering department, this unit contains ten dynamometer test cells, aircraft and chassis testing laboratories, hydraulic laboratory, steam laboratory with complete high pressure steam generating plant, drafting rooms, industrial engineering laboratories, experimental shops, special classrooms, library, offices and computing rooms.

photographs by manning brothers

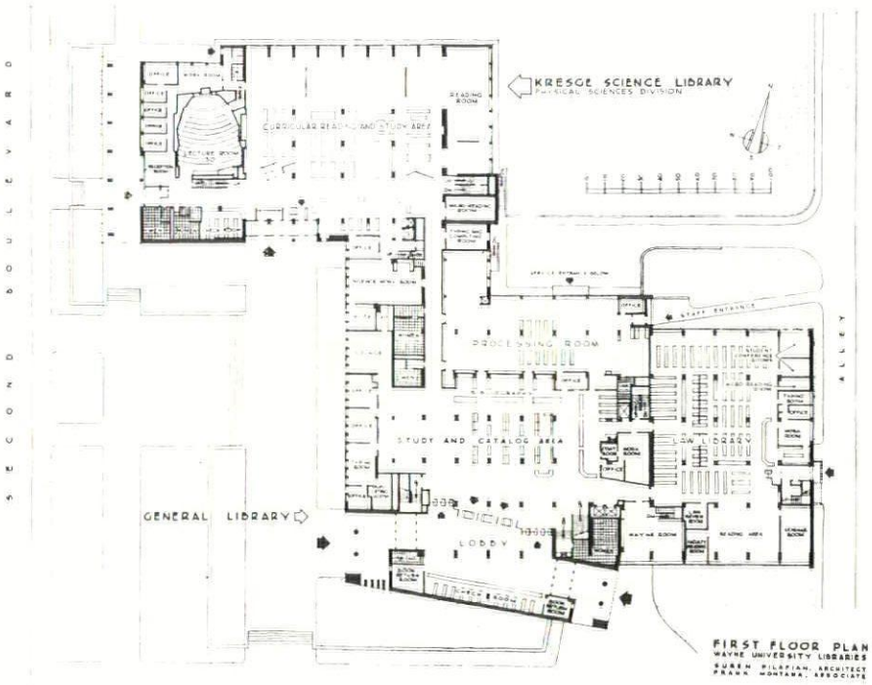
COLLEGE OF ENGINEERING

wayne university

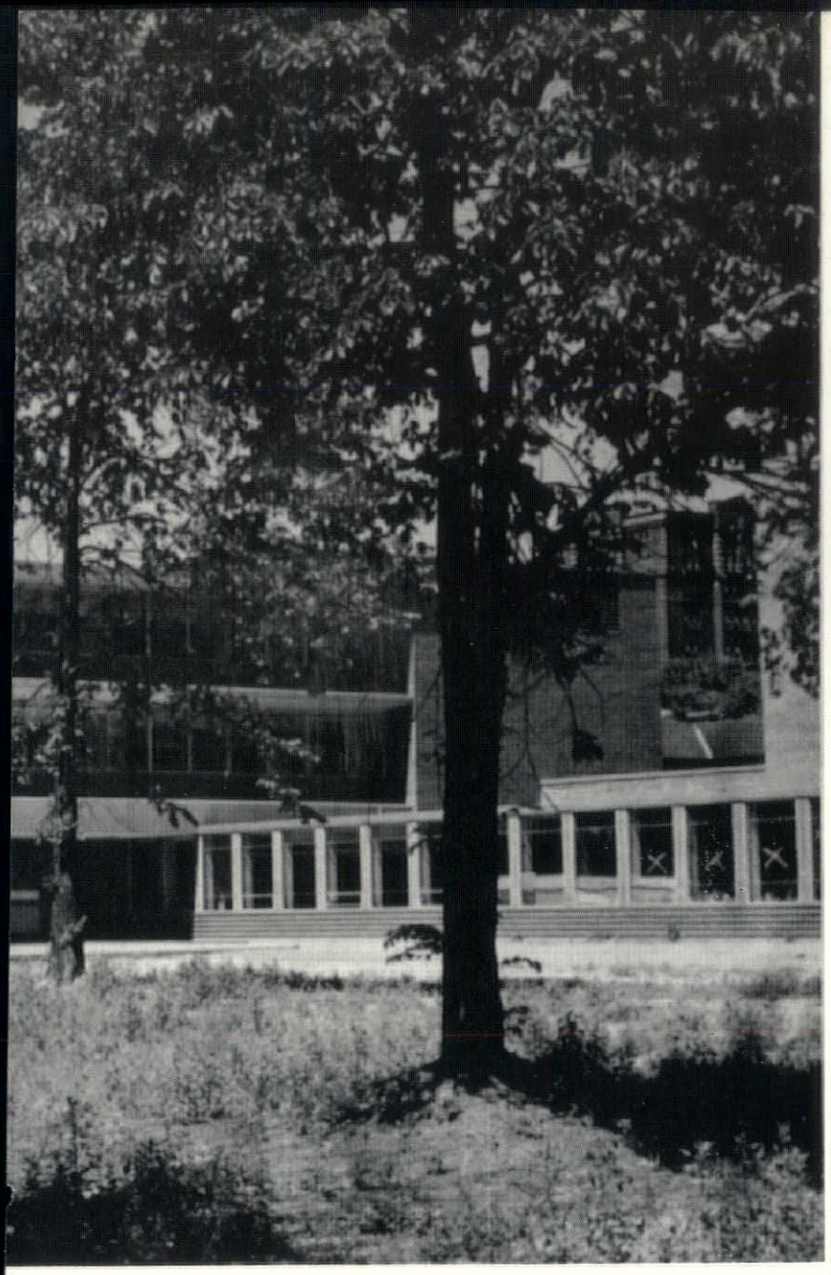


photographs by wayne university

WAYNE UNIVERSITY'S LIBRARIES were planned primarily to make their contents as easily available to their users as possible and only secondarily as storehouses for printed literature. They consist of five divisions planned with open stacks arranged on the modular basis for optimum flexibility. Each division is a separate, complete, almost self-contained library, unified with other divisions by certain common general services.



FIRST FLOOR PLAN
WAYNE UNIVERSITY LIBRARIES
SUREN PILAFIAN, ARCHITECT
FRANK MONTANA, ASSOCIATE

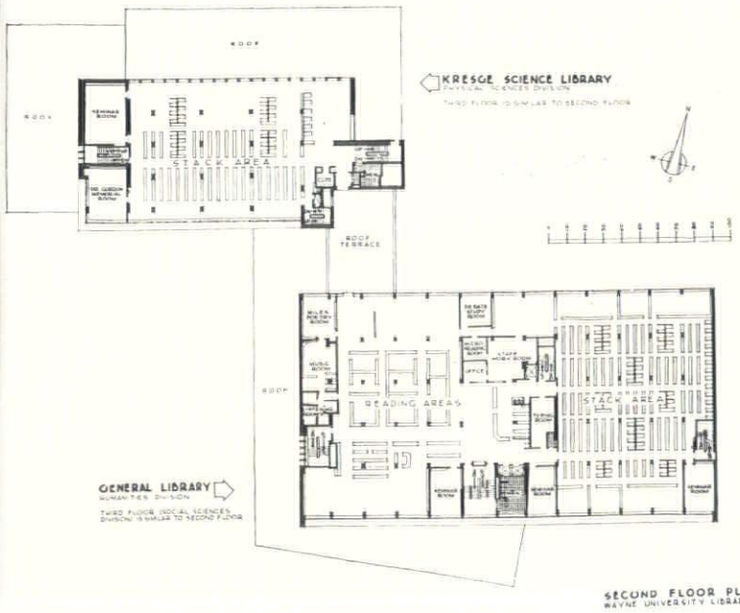


KRESGE SCIENCE LIBRARY

Built with funds provided by the Kresge Foundation and completed in 1953, this $1,000,000 structure houses Wayne University's Kresge-Hooker scientific collection as a distinct but integral part of its general library system.

Like the General Library to which it is connected, it is planned on the subject divisional basis, containing all literature and library services pertaining to the physical sciences and technology.

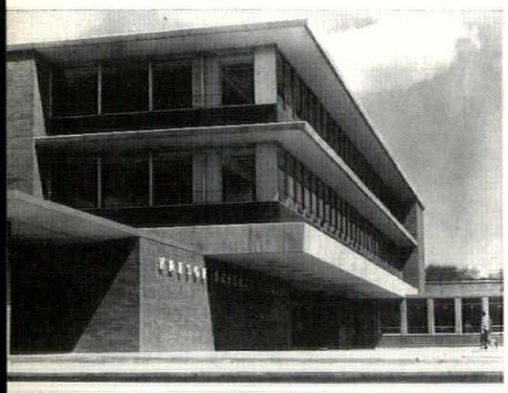
It contains space for 600 readers and 225,000 books, four seminars, a lecture room seating 130 and a suite of offices for staff members providing off-campus services relating to scientific literature.

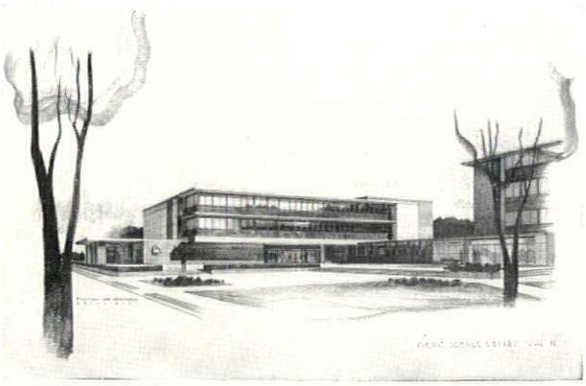


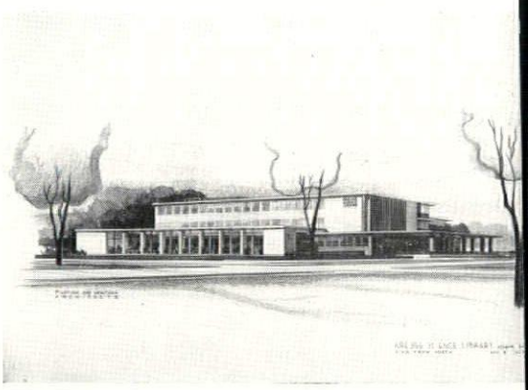
SECOND FLOOR PLAN
WAYNE UNIVERSITY LIBRARIES

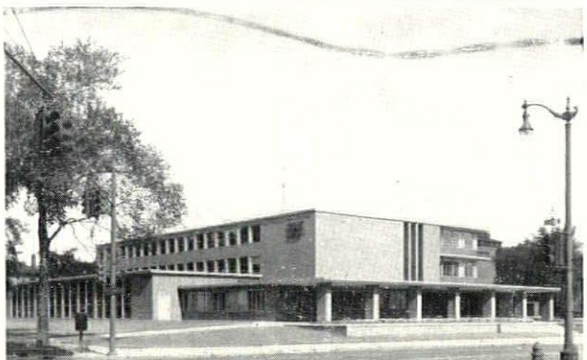
WAYNE UNIVERSITY LIBRARIES

The General Library, completed in 1954, is a $3,000,000 structure housing the humanities, social studies and education divisions of the University Libraries, as well as the law library and the library services common to all divisions. It contains six seminars, two classrooms and space for 2,500 readers and 430,000 books.



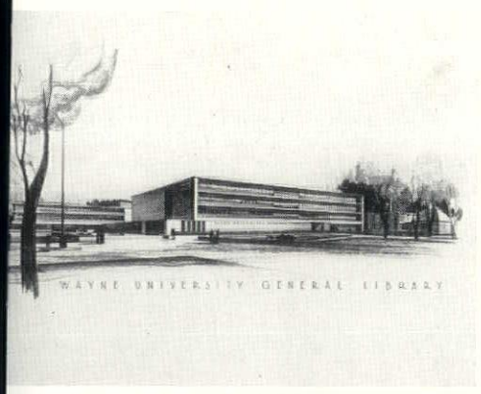


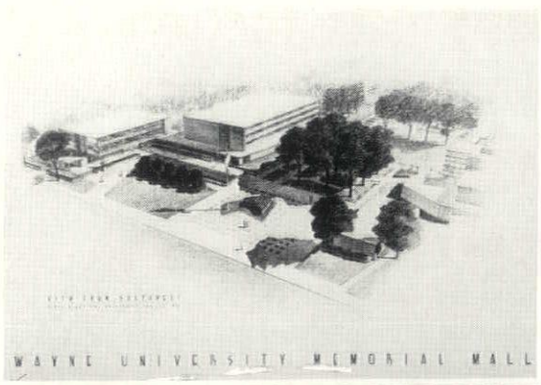


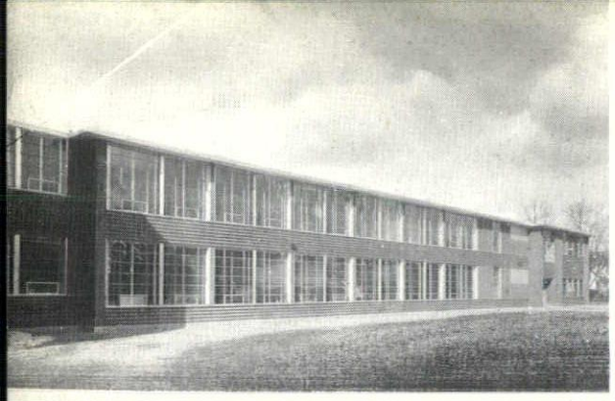


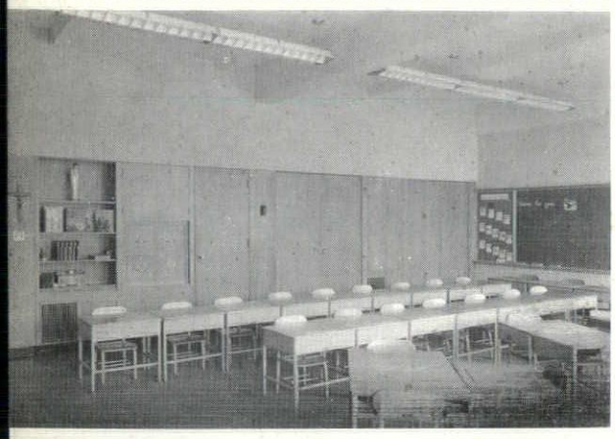
photographs by wayne university and william e. bradley

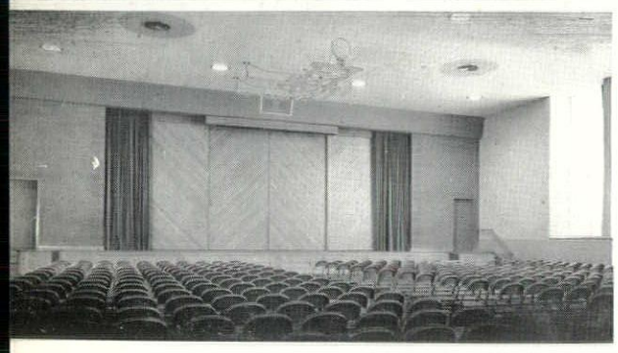
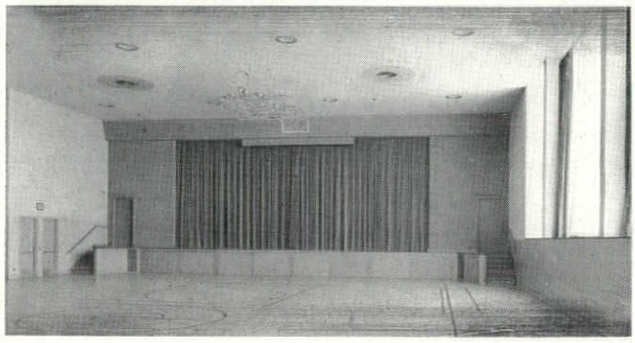
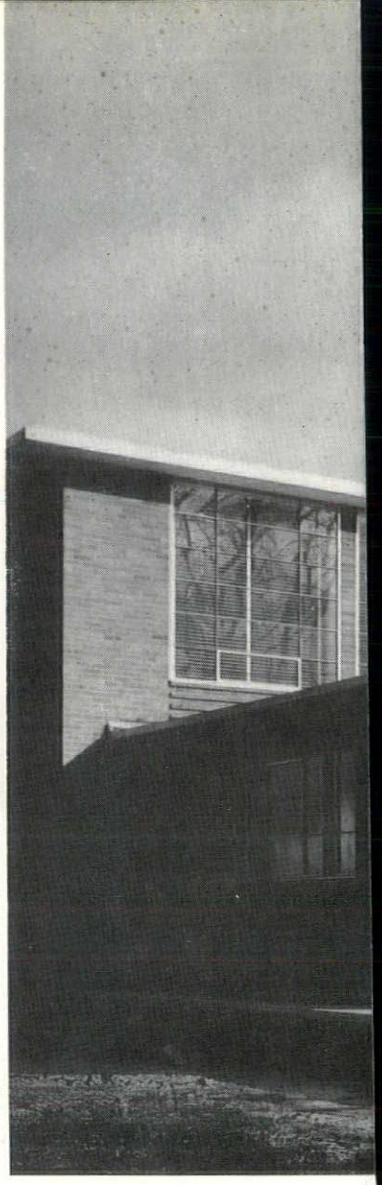
The area south of the library buildings, along Merrick Avenue, is planned to be developed as the University's Memorial Mall. Surrounded by the Kresge Science Library, the General Library, State Hall and the Detroit Public Library with its proposed additional wings, it will contain a memorial flagpole, bandshell, terraces, grove, sculpture and landscaped areas that will provide an appropriate setting for its peripheral buildings, outdoor study areas and a focal point of interest for the entire campus.



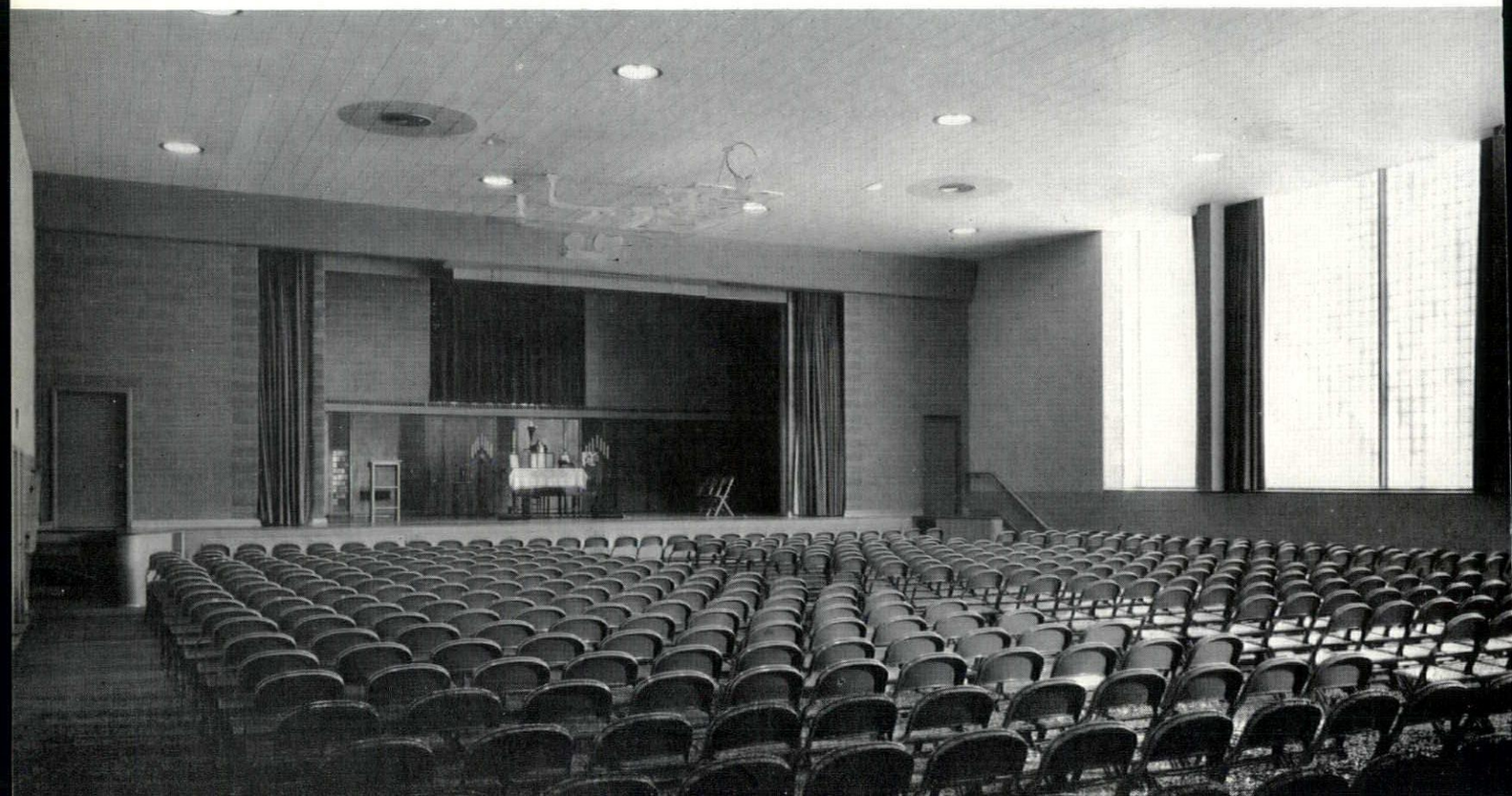






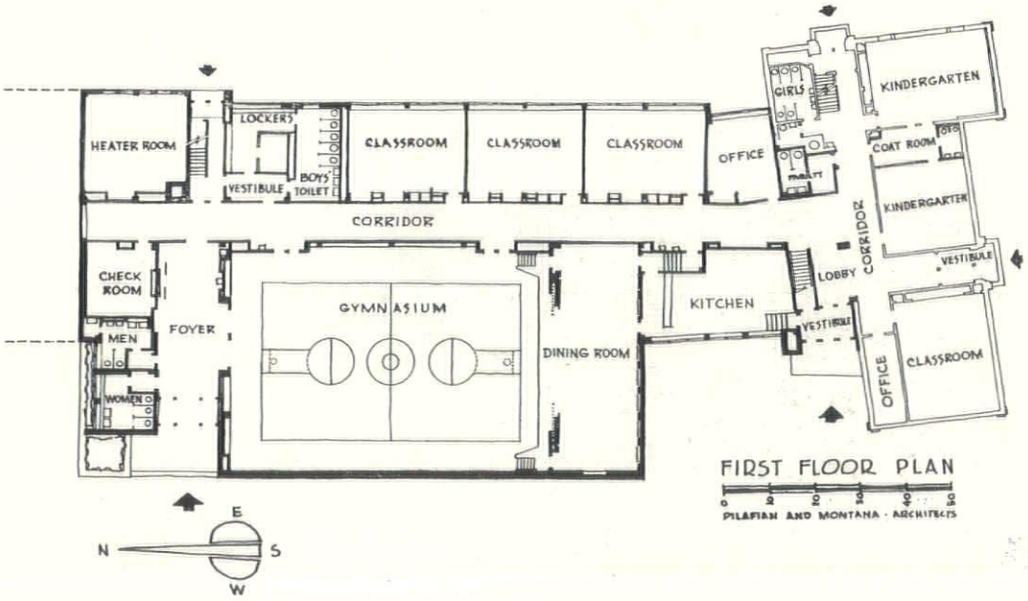




This school and activities building for the Holy Name Parish, completed in 1951 at a cost of about $350,000, houses a multi-purpose gymnasium and social hall, eight classrooms, two music rooms, kitchen, offices and a combination dining room, meeting room and stage.

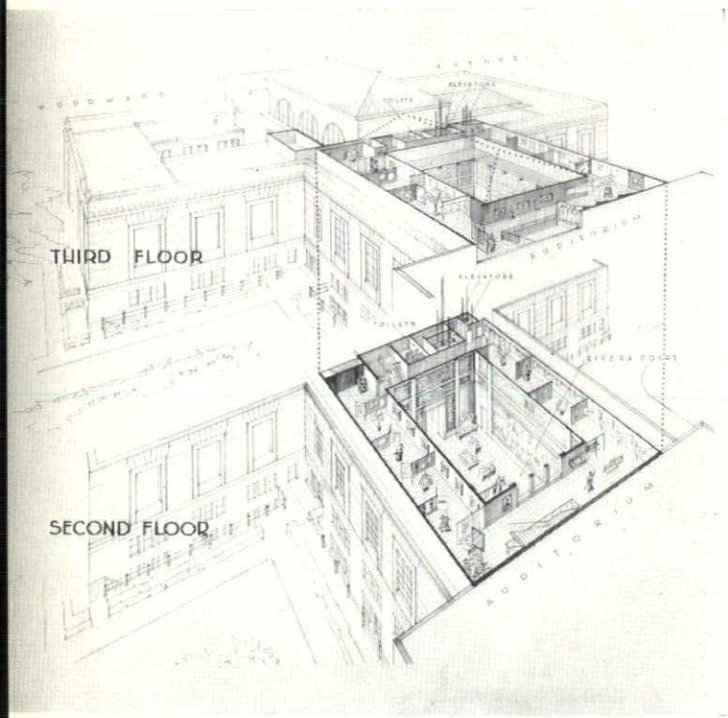


ADDITION TO HOLY NAME SCHOOL

Birmingham - Michigan



photographs by richard shirk and elmer l. astleford

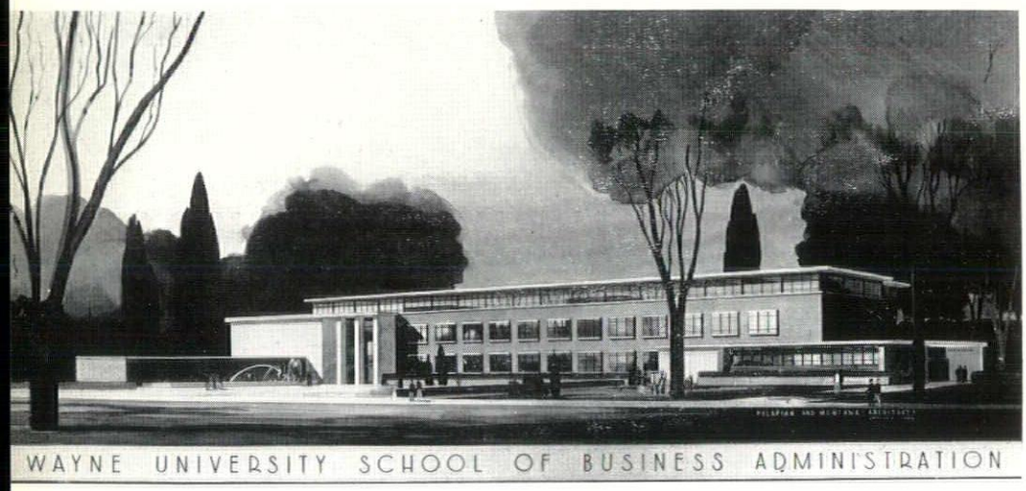


DETROIT INSTITUTE OF ARTS

Part of a $1,750,000 program of modernization and additions, partly completed and under construction, is this project for the redesign of the Rivera Court and the utilization of the spaces surrounding it at upper levels.

DEANNA DRAPERY STORE

Hamtramck - Michigan

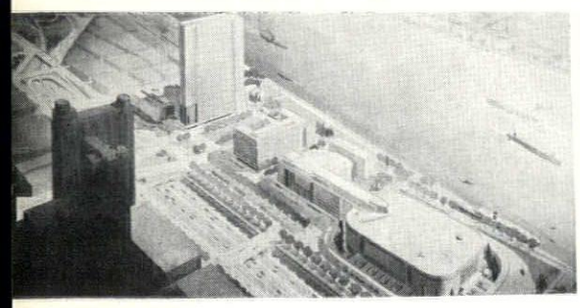


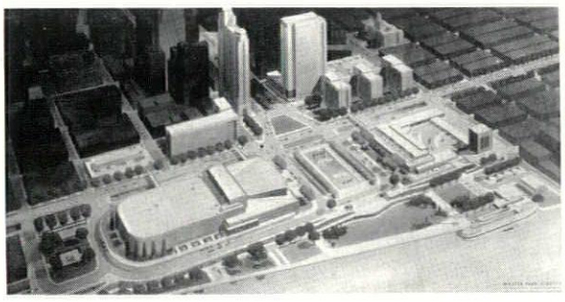
SCHOOL OF BUSINESS ADMINISTRATION

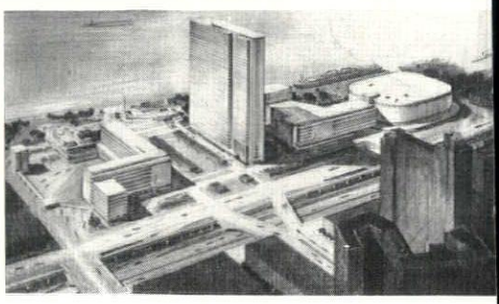
Wayne University

DENTIST'S OFFICE AND RESIDENCE

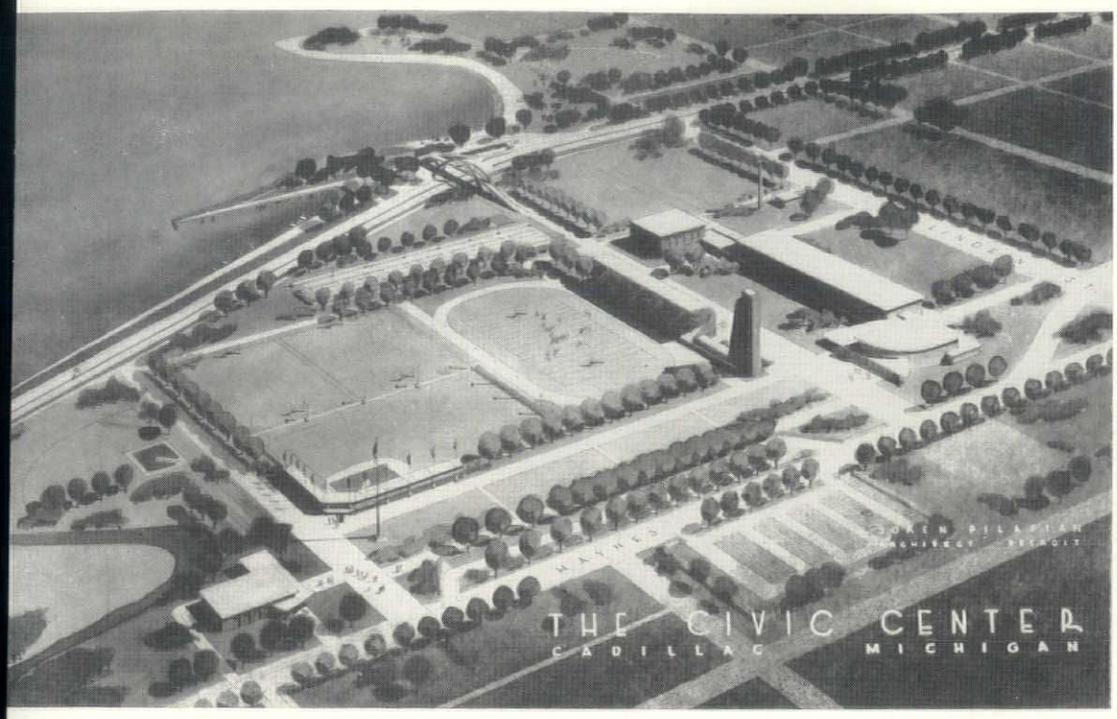
Long Island - New York

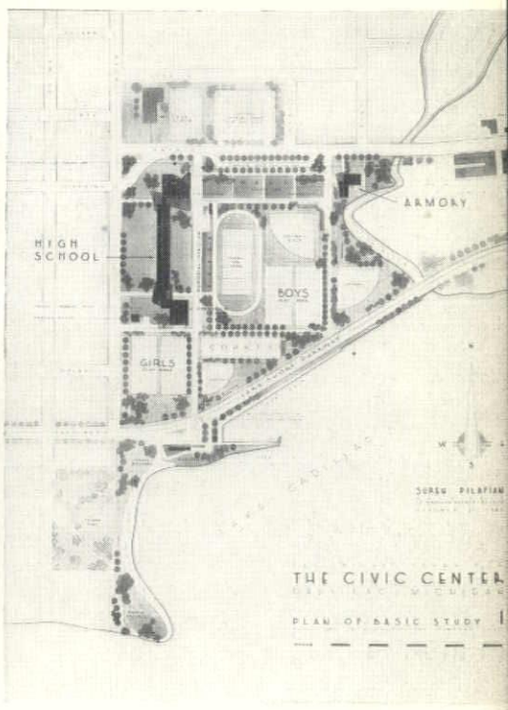






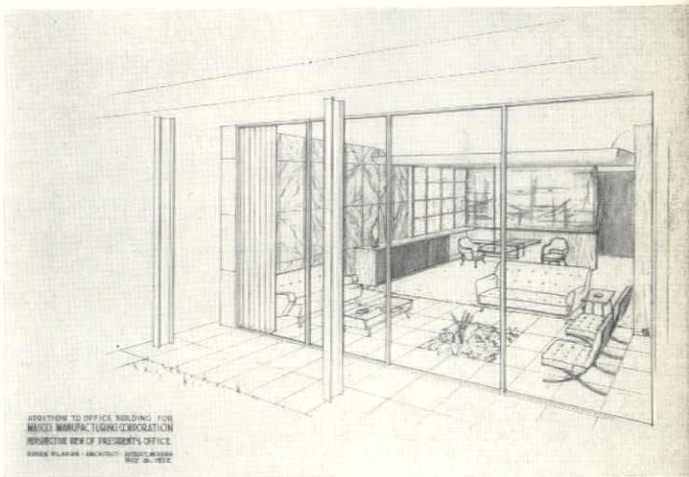
EARLY SITE PLANNING STUDIES FOR DETROIT'S CIVIC CENTER





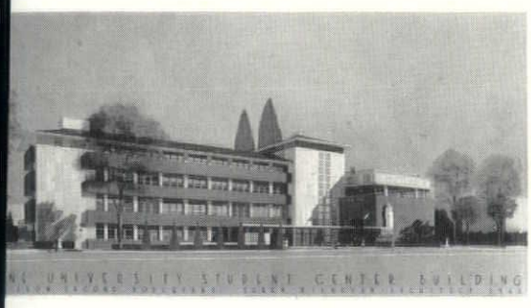
CIVIC CENTER FOR CADILLAC, MICHIGAN

Proposed master plan for a site on Lake Cadillac for a high school, armory, playground, public park, beach and lake shore parkway.



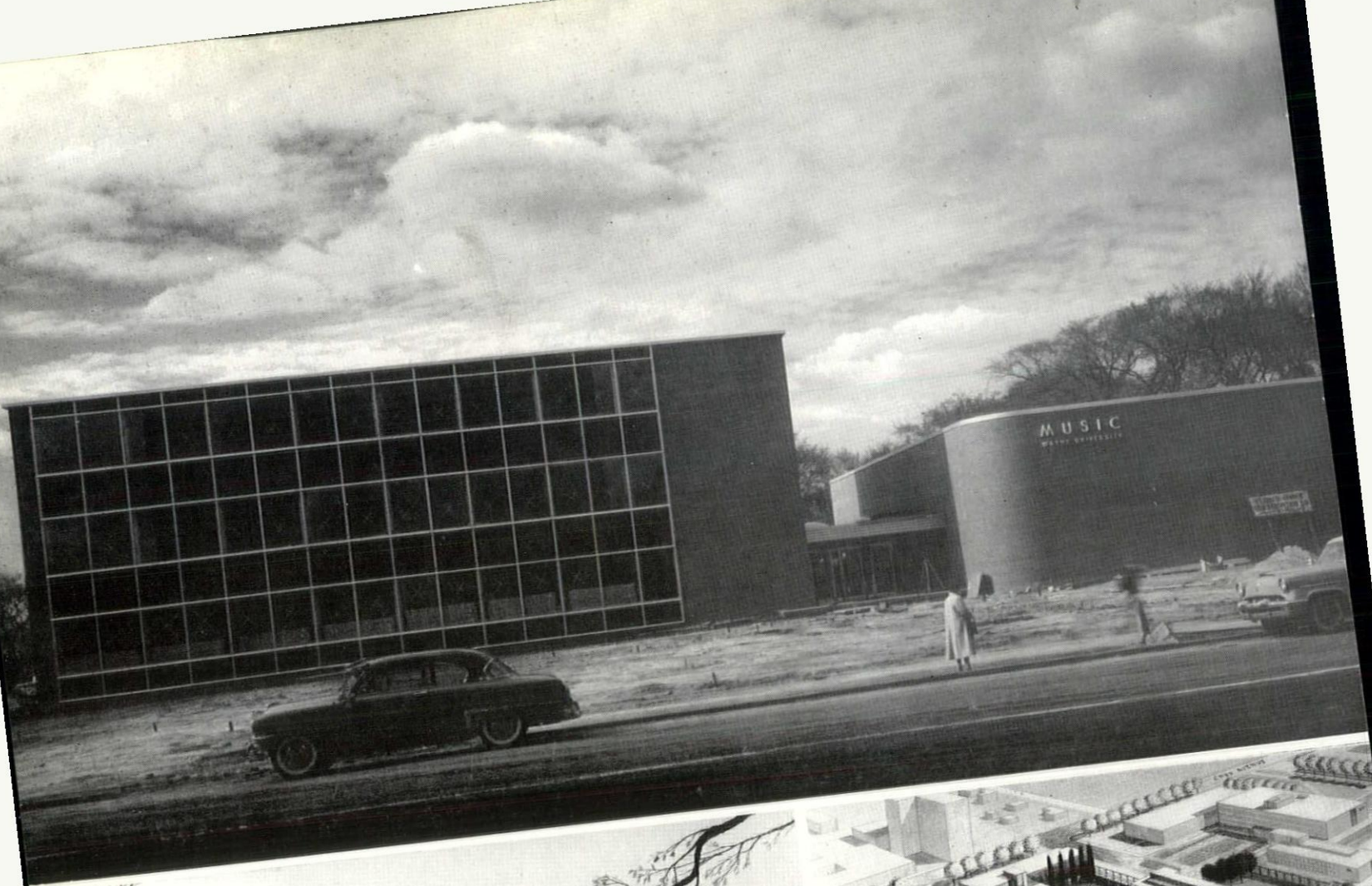
OFFICE ADDITION FOR MASCO MANUFACTURING CORPORATION

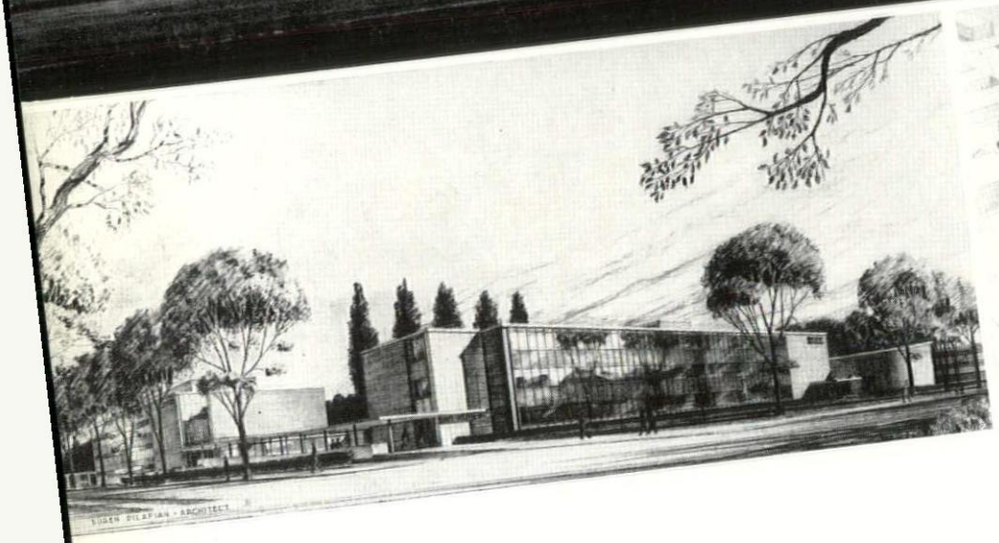
Dearborn - Michigan

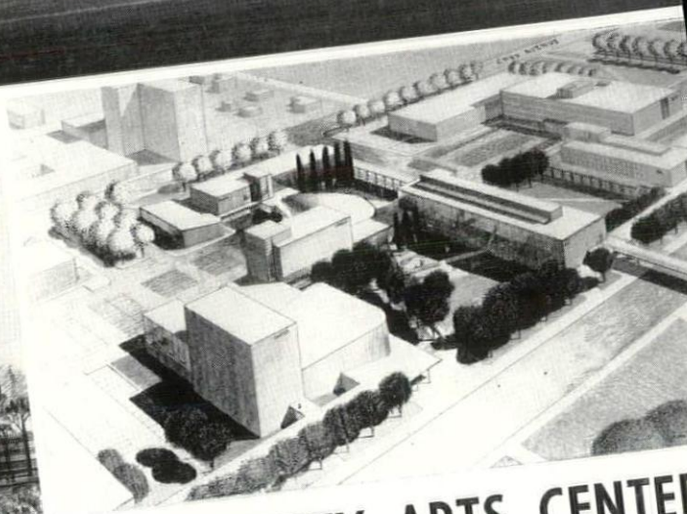


PROPOSED STUDENT CENTER BUILDING FOR WAYNE UNIVERSITY

Design selected in 1942 through a state-wide architectural competition.



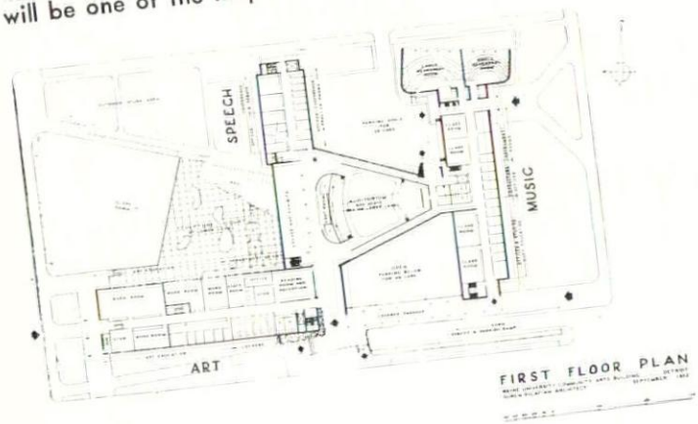




COMMUNITY ARTS CENTER

wayne university

This $3,000,000 structure, now under construction, is being financed partly with funds collected by the Capital Gifts Committee of Detroit's 250th Birthday Festival. It will house the music and art departments of the University as well as exhibition facilities and a six hundred seat general purpose auditorium. A sunken sculpture court with a pool and landscaped terraces facing Second Avenue will be one of the major subcenters on the campus.



FIRST FLOOR PLAN

What you should know about
COMMERCIAL COOKING AND DETROIT EDISON

The RADARANGE makes "impossible" cooking times possible: a 2¼ lb. chicken from raw to barbecued in 4½-5 minutes instead of the usual 45! And for reheating — with a never-before-possible, oven fresh flavor—roast prime rib orders are heated in 45 seconds from refrigerator cold; complete turkey dinners in ½ minute each.

Petco Bar-B-Q, 390 W. McNichols, Detroit, Michigan.

Take microwave ovens. They produce beef rib roasts in 40 minutes instead of six hours! Almost unbelievably dramatic in its possibilities, isn't it?

But what IS microwave cooking? A catchy sales phrase? Or really something new in commercial cooking?

THAT'S WHERE EDISON COMES IN

It is a distinctly new cooking method—so new that even food service experts cannot rightfully be expected to know the complete story. So if you serve meals in numbers, Edison's Commercial Cooking representative will be glad to tell you more about this modern-as-tomorrow way to prepare food.

In fact, he can show you the savings that follow the installation of other efficient electric food service equipment. He'll suggest equipment . . . help plan layouts . . . tell you what your power requirements will be . . . all at no cost to you.

In metropolitan Detroit, call WO 2-2100, Ext. 9410. Elsewhere call your Edison office.

There are other Edison Advisory Services on:

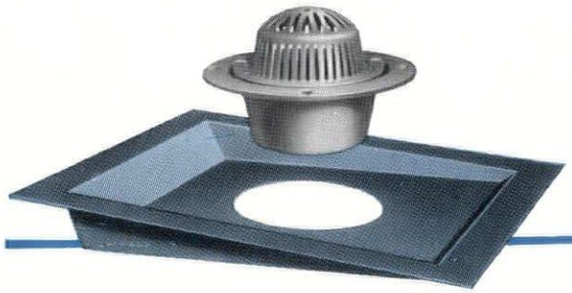
- Industrial-Commercial lighting
- Industrial process heating
- Air conditioning
- Commercial electric water heating
- Wiring layouts
- Materials handling and power applications

Detroit Edison

STEEL DECK...

BUILT-UP SADDLES ELIMINATED

Built-up saddles are eliminated in Steel Deck Roofs. Purlins can be set to create valleys at sump locations in the drainage area. Steel Deck can be warped to conform. No additional deck plates are required—no cutting, fitting or bending necessary.



SUMP RECESSES and SUMPS

Mahon Roof Sump Recesses for use with Mahon Steel Deck can be furnished to fit any roof pitch. Mahon Cast Iron Sumps can also be furnished for 4", 5", and 6" conductors.

Provides the SAFEST, most PRACTICAL and most ECONOMICAL ROOF available TODAY!

Steel Deck is SAFEST because it's STEEL . . . it's the most PRACTICAL because it's LIGHT WEIGHT . . . and it's the most logical material to use because it costs less than any other type of roof construction. Steel Deck's light weight permits substantial savings in the roof supporting structure. Steel Deck can be insulated to the exact degree to meet local requirements . . . total dead load of completed roof will prove to be less than any other type of construction in any given locality. New type vapor seal in Mahon Steel Deck Roof eliminates pitch seepage in case of fire and permits additional savings in over-all roof cost. Mahon Steel Deck is available in Galvanized or Enamel Coated Steel . . . stiffening ribs are vertical—no angular or horizontal surfaces where troublesome dust may accumulate. When installed, triple-thickness vertical ribs at interlocking joints 1'-0" on centers provide greater structural strength. Mahon Enamel Coated Steel Deck has a phosphate-bonded finish which is baked on at 350° F. prior to roll-forming. Check and compare these features when selecting Steel Deck—see Sweet's Files, or write for Catalog B-55-A.

THE R. C. MAHON COMPANY

Detroit 34, Michigan • Chicago 4, Illinois • Representatives in all Principal Cities

Manufacturers of Steel Deck for Roofs, Partitions, and Permanent Concrete Floor Forms; Insulated Metal Walls of Aluminum, Stainless or Galvanized Steel; Insulated Metal Wall Panels; Rolling Steel Doors, Grilles, and Automatic Underwriters' Labeled Rolling Steel Fire Doors and Fire Shutters.

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